arterly Handy Market List ing More Than 600 Periodicals Buying Literary Material

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AUTHOR TOURNALST

CAN MOTHERS WRITE?

By Thomas H. Uzzell

HOW NOT TO SELL— By William M. Stuart

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EDITORS YOU WANT TO KNOW...

Arthur T. Vance, Conrado Massaguer, Daisy Bacon

HOW WRITERS SECURE ACTION—
By Everett H. Tipton

No.

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Literary Market Tips of the Month — Prize Contests — Trade Journal Department, etc.

September

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THE PASSING of landmarks in the magazine publishing field brings a sense of sadness. Now it is The Youth's Companion, which through its merger with The American Boy, ceases to exist as a separate entity after having been published continuously for 101 years, The Century, another of the oldtimers, drops out of the crowded monthly magazine field to become a quarterly. A few weeks ago The Dial sung its swan song. Munsey's Magazine ceases to exist under that title. Everybody's passed out some time ago.

Beyond a doubt, the magazine publishing field is in a state of flux. For every magazine that drops out of the running a dozen new arrivals spring up, clamoring for recognition on the newsstands. Periodicals are launched and killed without compunction. A hit is scored in some new field, to be followed immediately by a dozen imitators. Word goes out that a certain type of fiction has lost its hold on the public, and all at once the publishers are in a panic. There is a sudden check on buying. Many of these flurries are unwarranted.

The writer who depends upon a steady output of fiction for a living often is severely affected by this uncertainty. Several have met the situation by developing more than one type of work. Time

was when we advised the young author to become a specialist-to determine what he could write best and concentrate upon it. Now we are not so sure. The man who can turn with facility from Westerns to crime stories, and from crime stories to romance, in these hectic days, is best equipped to weather the perilous seas of authorship as a The old advice should perhaps be vocation. amended to: Become a specialist in three or four types of story; keep your hand in at all of them. for today's sure-fire hit may be tomorrow's dud,

THE DIFFICULTIES that beset an unknown writer in placing a manuscript with book publishers may perhaps be indicated by the statement featured in a recent Horace Liveright advertising announcement, to the effect that "Life Goes On," by W. G. Rogers, is the only unsolicited novel the firm has published in almost two years.

A SIGNIFICANT NOTE in the latest issue of Fiction House Flashes, the bulletin of the Fiction House magazine group, is to this effect: "A lot of you writing gents who have doffed the Western sombrero to climb into the cockpit will do well to shift back again. Those friends who told you that the Westerns were dying-well, go out and give them the horse laugh."

MANY WRITERS of juvenile material will echo remarks made by Mary Frank, head of the juvenile department of Horace Liveright, Inc., in a recent article appearing in Publisher's Weekly:

Discussing the trend of juvenile fiction, she says:

"The fact is that young folks are not supposed to care to read about people who cannot be set up on a pedestal and worshipped as demigods. They must not have their illusions smudged, they must believe in goodness, personified, deified. images must not have clay feet. If they do, they should be kept carefully concealed.

"This all seems to me to be falling in line with the pattern of standardization peculiar to America which requires thinking and writing along the dotted line. Let us preserve our nice outlook on life by protecting the children from unpleasant facts (which they get in the rawest form daily in the tabloid news). So the youth of the land needs to become a hard-boiled adult before he is to be allowed the pleasure of reading about real people.

"The same thing is true of much fiction written for older boys and girls. Why shouldn't these young people have books written for them dealing with the realistic problems in their own world that they have to meet and grapple with? The coming up against real boys and girls of their own age, in school and out. There are always complications in the best of well-regulated families, and it's human to make mistakes. Why not appreciate human nature at face value instead of creating for it a wishy-washy false face?

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"Now for the day when writers will trust to the frank criticism they might get from children, and editors and publishers will be guided in their output of books by the youngsters themselves."

THE AUTHOR & JOURNALIST



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September, 1929



Can Mothers Write?

BY THOMAS H. UZZELL

Former Fiction Editor of Collier's; Author of "Narrative Technique"

T is literally true that thousands of women trying to succeed as authors would be more likely to reach their goal if they would love their children less! While some of the world's greatest stories exploit mother love, too much of the latter in the writer herself spells failure. Many married women, prevented from getting into a business office on account of their babies, turn to fiction writing as the one occupation likely to be least interfered with by the tasks of the nursery. Many succeed—some of our most notable American writers are of their number. When they do not succeed, it is usually because they carry over into their writing the nursery attitude.

The essence of the maternal impulse is fostering care, self-sacrifice, which tends to overflow the nursery and inundate the mother's entire world. When the tidal wave reaches her writing desk, she mothers hero, villian, and everybody else in the story with the result that nobody gets into any trouble. Nothing happens. There is no drama and

therefore no story.

Mother love also, when excessively intense, swamps the romantic impulse and is not so easy to explain. There is nothing necessarily incompatible between romantic and mother love. In fact, as everybody knows, the man a woman loves is always to her something of a child, someone she yearns to serve, to sacrifice herself for, if necessary. The sentiment of romantic love and much of its glory are the maternal and paterned elements of it. Mothers *should* be able fully to comprehend and to portray both romantic and maternal love and do them both justice.

This they don't do. I am convinced that not more than about one in fifty successful author mothers can do it and not more than one in some two hundred as yet unsuccessful writer mothers can do it. These figures

come from no systematic research into this matter, but merely represent impressions gained from some ten busy years as an editorial and critical reader of fiction. I don't think they are for from the truth

think they are far from the truth.

Note that I say that the romantic impulse is hopelessly swamped when the maternal impulse is "excessively intense." The whole trouble is that in most women it is excessive, and this seems to be especially the case with women who write. Most such women writers, when told this, will promptly deny it. They will do this because it is an accusation they feel should be denied and not because they can give proof that it isn't so. They can't give proof because the forces that effect this strange unbalance of the emotional life are mostly unconscious and only those who are skilled in diagnosing the "symptoms" of unconscious forces can detect them.

STARTLING instance of this conflict between the literary and maternal impulses has come to hand since I got my notes together for this article. A certain southern woman has, to my knowledge, been struggling for several years to step out as a professional story writer. Instead she "putters around" with fragmentary paragraphs to the town paper and fourth-class poems which are printed occasionally by a local magazine subsidized in part by her husband's money. I have told her, others have told her, that to become a real writer she must rouse herself from the lethargy of having two expensive babies, recall her youthful impulses, write about them, become a personality again, be aggressive, and work, if necessary, years and years.

I have just received a letter from this woman which contains the following sentences: "When you asked me if I were going to be a failure, you brutally made me

face my fate. It was too much. I escaped or tried to—by having another baby. Twice before, nobly, I said to myself, I had been through it. It was the only way out, and

now I see it was no way at all."

I have stated above that an excessive maternal impulse weakens the dramatic interest a mother may give her story and also swamps the romance of otherwise good love stories. Let me try to trace each of these author reactions in a little more detail. Let me show you first of all some short-story inventions typical of women students of writing who are struggling with this "maternal complex." These plot suggestions are not impossible; all have been used in printed stories; but this is one trouble with themthey have already been used; these strong maternal natures remember them and, unconsciously, present them as their own. Note, however, not so much their triteness as their weakness, their exploitation of the passive, suffering, mothering impulse rather than the pleasure-seeking, driving romantic trait:

No. 1. A husband and wife are very unhappy, the husband treating his wife cruelly. The wife, however, believing it very bad for a child to grow up without a father, continues to live with her husband for their child's sake.

No. 2. A tired mother with several children is "high-hatted" by her older daughter when the latter returns from college. Although the mother is hurt by this treatment and the daughter's criticism, she endures smilingly, consoling herself that motherhood is worth while anyway.

No. 3. A woman whose husband has just been sent to Arizona with tuberculosis receives a letter telling her that a certain institution has found for her a little girl for adoption. She has to give it up and keep from her husband the knowledge that the child they wanted has been found for them.

No. 4. A war mother, after supporting her child for five years (her husband being a war casualty), has to ask help of her husband's people during a serious illness of the child. This help is furnished on condition that the child be given to them. This she does for the child's sake.

NOTE the sacrifice element in each of the above. Having or not having the loved child is not the important thing to such writers; the essential is that the mother suffer for the child's good. The third is most interesting. The child is lost to the mother but the sick husband is returned to her. The sick husband is the psychic equivalent of the child. Thus the mother-figure in this story would suffer doubly: from the

loss of the child and the sickness of her husband. A thoroughly well husband would force the writer and the main character to contemplate a substitution of passionate love for the child love; but this is avoided by keeping the husband sick. The maternal in the writer seeks to have the wife give her husband not herself but her service as a nurse.

Literary minds which work like this can't write strong stories and are in constant confusion in interpreting life for more normal people. The maternal figures who dominate their stories are interesting, but their creators don't understand them. They generally bungle scenes of romantic love and they simply can't understand passionate love at all.

All of which is beautifully illustrated in the plot of a novel written by an unusually maternal woman. Most psychological traits are seen more clearly when presented in extreme form. This particular rejected manuscript is worth study for this reason. The plot runs thus:

Miss X, about to marry a man who, though poor, loved her devotedly, met and suddenly ran off with Mr. A. The latter promised her ease and luxury and professed to love her deeply.

The runaways were duly married and set up housekeeping in grand style in a city in which both were strangers. Mr. A insisted that his wife remain at home, explaining that he loved her so much that he couldn't possibly share even her company with anyone else. Mrs. A in time acceded to this.

Mr. A disappeared for days together, explaining that he was a traveling salesman. After a few months of this, Mr. A was gone for three weeks, giving his wife no word of his whereabouts. Her suspense was relieved by a call from a police officer who informed her that Mr. A had been arrested for counterfeiting and was imprisoned under a severe charge. Also she was told that he was a bigamist inasmuch as he had one wife when she went through the marriage ceremony with him.

Miss X visited the prisoner, forgave him, assisted him in the trial, brought him clothes and food and did everything she could to make him comfortable. At the trial she met Mr. A's other wife and was dumfounded to hear the latter say: "The dirty bum, I hope he gets what he deserves!"

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Miss X continued to do what she could for Mr. A during his twelve-year sentence. Being a good business woman she established a beauty shop and by the time Mr. A emerged from jail, she was making more than a comfortable living. Offers of marriage by worthy men were refused by her.

One day a pale-faced, unkempt, gaunt man crept pitifully into her office.—Mr. A, released a few weeks early for good behavior. Miss X clothed

him, found him a comfortable place to live, and although his spirit was completely broken and capacity to succeed ended, she ultimately put him to work as a bookkeeper and was happy looking after

NOW all of this is very strange. author of these events admitted that her story was weak, undramatic. The heroine was easily lured away from her fiance by the stranger, adopted his plan of life for her without protest, calmly accepted his betrayal of her, and, when he emerged from prison allowed him again to have his way in her life. All passive, without conflict, and so undramatic.

Admitting the story's weakness, the author vet asked: "What of it?" She insisted that her heroine was truthfully drawn, that many women would act just as Miss X did, and that her story was interesting, dramatic or not. Well, it wasn't interesting; her manuscript had been rejected by three publishers, and this because the story, aside from being old-fashioned, trite, and undramatic, was not true to life in conception or treatment. Aside from some inevitable pathos at the end there was hardly any feeling or color in any of the several hundred pages.

Let me give you a bit of conversation she

had with an editor:

"Why do you think readers would be interested in your story?" He asked.

"Because it's a love story," she explained. "People will always read a good love story."
"Where is the love here?"

"In the woman's life. Didn't she give up everything for him? Isn't that

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"It might be, but how about her fiance? You say in your opening chapter that she loved him deeply; why did she desert a man she loved like that?"

Author: "She loved the other man more." "But you don't show that, while you do make clear that the stranger promised her money, luxury. The motivation there seems to be avarice, greed venality. It looks to me as if the woman, incapable of any romantic attachment but with a fine capacity for spending ready cash, sold out, as many women do, to the highest bidder."

Author: "You're pretty harsh; but you may be right. I'll have to revise that part."

"If this is a story of the woman's love, why did she allow him to imprison her in her own home?"

Author: "She did what he asked of her. Isn't that what any woman would do?"

"If you mean any average woman, no, she wouldn't. Most women treated thus would rebel, would doubt the man's sanity, if not his love, and would want friends to enrich their happiness."

Author: "Well, that part was taken from

life."

"I don't doubt its happening; I question the woman's motives. I also know of cases of women being imprisoned by men victimizing them, but in every case they were morbid women; they were incapable of romantic love."

Author: "Well, the woman in this case was a queer one, I'll admit. What do you

think was the matter with her?"

"Let's continue with your story. How about the man's first wife? When she finds him a double criminal and calls him a 'dirty bum'-does this indicate any romantic love on her part?"

Author: "I should say not!"

"I should say yes. At any rate her remark indicates anger and hate and I can't imagine her talking this way unless she had really loved him before. 'Hate and love are not far apart, are they?"

"You don't think that the Author: heroine's being kind to him when he is in

trouble shows any love for him?"

"No romantic love whatever. Just a morbidly intense maternal desire for sacrifice. I think his first wife had him sized up about right, except that she was a bit charitable. If your heroine were capable of a real passionate attachment, she would very likely have washed her hands of this congenital criminal and when later she had an opportunity for a happy marriage with some other man, she would have embraced it-and him!"

"But what becomes of all the Author: fine stories of sisters of mercy, self-sacrificing slum workers, and religious work generally, if you rule out of fiction scenes like my final one where Miss X forgives her prisoner and saves him from being an outcast?"

"I don't throw out such situations. deeds are often fine and beautiful, in fiction as well as in life, but our concern here is that these deeds are the proper functions of nuns and slum workers, and Miss X was neither of these. If you'll omit the life together of your two main characters, cure Miss X of her love of luxury and hatred of hard work, and give her a veil, your story might be properly motivated; and I am inclined to

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think this is your best use of this material. Ethel Barrymore, the noted actress, used it in the play with which she opened the past

season in her new theater."

The author began to see what the editor was driving at, but could not quite agree with all he said. She could not see that the monotony, colorlessness, "deadness" of long stretches of her manuscript was due to her failure to feel any romance or passion when she wrote them. "What has passion in an author to do with his literary style?" she asked. "Everything," the editor insisted. "Mother love fosters; passionate love creates: and this is just as true of writing as it is of life, for with the successful author of fiction they are the same."

THE truth seems to be not that these emotionally unbalanced women writers have too much mother love—who could care too much for her own baby?—but that their romantic love is too weak. Their passionate responses to their husbands, to other men, and to life generally are repressed. Why this is so is far too large a problem for us to attempt to solve here; a small library of books on the subject is appearing every year, and soon we will all know much more than we do now about these baffling, persistent, buried inner restraints. Certainly no woman is to be "blamed" for her repressions; if fault must be found, it can be located with parents, or possibly with husbands.

As an observer of comparative American literature and of the human mechanism that turns it out, I am impelled to wonder if the "younger generation," which by now is having its first babies and, in the case of writers,

getting its first rejections, may not, because of its great emotional freedom, produce a grade of stories and novels that will be the envy and despair of their mothers! If excitement-seeking youth becomes excitement-writing maturity, all may be well.

To those women writers who are mothers and who are thirty-five or over, and to all women writers who have difficulty in planning or writing strong stories or in getting enough of the modern "sex note" into their copy, I would offer the following advice:

First, write for the magazines whose readers have become accustomed to the sentimental interpretation of love. There is quite a range of them, from the Ladies Home Journal and People's Home Journal to Love

Stories and Cupid's Diary.

Second, in planning your stories, fight down the desire to smooth the hero's pillow, slip into the heroine's hand a Bible (with a few thousand dollars tucked in the pages), and make everybody happy generally. Keep your happy ending if you will, but raise a little hell beforehand.

Third, in writing, especially if it is a romance, avoid depicting vicious, weak, or deformed men characters; for if you choose them for portrayal it is doubtless that you may pity them, may "bring them up" in some way. If you don't like men as they usually are, invent a few specimens that are the real thing! Take up hero-worshipping. Remember the day dreams of innocent sixteen. No woman grows up without some experience of romantic rapture. Recall yours. Believe in it. Write about it, and then, write about it again!

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WORDS

By MARY CAROLINE DAVIES



YOU are a circus trainer:
Words, those lifthe wild-cats,
Jump through hoops for your amusement.
With the whip of your mind
You compel them to strange antics.
Savage, graceful, agile,
These dangerous animals,
Words,
Go through their little play;
While we, the spectators,
Who cannot tame tigers,
Watch,
Bored,
But fascinated.

How Not to Sell

BY WILLIAM M. STUART



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William M. Stuart

AWAY back in October, 1924, I had an article published in this magazine. It was entitled, "A Voice Crying in the Wilderness," and it made quite a hit -with me. that time I was new at the writing busines and hadn't sold much stuff. But it wasn't so bad. Even H. L. Mencken got

around to notice it, after a while. In the January, 1926, issue of *The American Mercury*, I found the following—in the 'Americana' Department:

Colorado: Mature conclusion of the Hon. William M. Stuart, writing in The Author & Journalist, published at Denver:

"Save only the clergy, I believe the editorial class represents the highest type of mentality that the country affords."

That's all Henry said about my article. I was vastly flattered that he had deigned to notice it. Possibly he was mad at me for putting the clergy ahead of the editorial class. It was rather odd that within a year or so a noted student and statistician published the statement that of all the men honored by the previous year's "Who's Who," eighty per cent were the sons of preachers.

I wonder if that means anything. But let it pass. Friend Mencken has to take a fall out of us crude Yankees once in a while. If he didn't do that, we'd just naturally sink to the gross level of Cotton Mather, Jonathan Edwards, Ann Hutchinson and other thinkers of the Puritan period.

Since my feeble voice was heard crying

in the wilderness much water has run over the dam. In the meantime I've tried to sell the A. & J. two other pieces. Brother Hawkins wouldn't have 'em. Perhaps he had read what Mencken printed. Maybe he won't take this offering. If you, gentle reader, are now perusing this, it's a sign that Willard liked it.

To be real confidential, I'll admit that I've had published during the last four years perhaps a hundred or so of short-stories and articles, together with two books. I've learned a lot in that time, the chief item being, "How *Not* to Sell."

A couple of years ago I started to investigate on my own hook certain features of the writing profession. I shall here refer to but one of the points that I established.

Of all the manuscripts submitted to nineteen magazines, ranging from the highbrows to the populars, but one in 112 was accepted. If we make allowance for the probabilty that many of the rejected manuscripts were submitted several times, we shall find roughly about a one-per-cent survival of the fittest.

USING this premise, can we reason that of all would-be writers, ninety-nine per cent fail to make the grade? I presume it would work out something like that, although that assumption may be open to question. But it's fairly certain that of all manuscripts written, and submitted, ninety-nine per cent are refused.

Why? Are the magazines overstocked? Some are, but a majority of the editors say no. What then is the cause of so many failures? From the results of my survey, and my own painful experience, I have worked out several fine methods of How Not To Sell.

The first way is to start in to write without having learned anything about the trade of writing. A carpenter, a stonemason, a chauffeur, has to learn his trade. But then, he wants a job; he knows that he must first learn how to handle it. I'm talking about how not to sell stories.

A person with a reasonable amount of education feels the urge to write. Instantaneously he flops down at the machine and drums out a story—in fairly good English—and sends it to an editor. Presently it is back home with a printed rejection slip in its innards. What's the matter? If the embryo writer has ordinary common sense, he comes to the conclusion that he doesn't yet know much about writing. What he needs is criticism.

All right, he starts out to secure criticism. Where? From professional critics? Not at all; from his high-brow friends who know even less than he about the subject. They go over the script with him, take several sentences apart and note whether there are any split infinitives, trailing participles or scrambled cases. If they are too rough on him, even in the comparatively small matter of language, he is offended. What he really is looking for is applause. Appleause feels good; criticism hurts.

Does the writer now let his friends rest, but proceed to invest some money in a short-story course calculated to teach him the mysteries of viewpoint, motivation, creating and preserving the illusion, and other things he has never heard of? No. He believes that correspondence courses in writing are futile. Besides, genius needs

nothing of the sort.

It would be unkind to intimate that possibly he is not a genius.

HAVE a distant cousin—quite distant—who, without completing his high school work, subscribed for a correspondence course in civil engineering with a technical school. Today he is a high official in the engineering department of one of our trunk-line railroads. Had this man desired to write he would have taken a course in short-story technique.

So the best way to fail to sell stories is to rely on sheer, unaided genius. A great many of that ninety-nine per cent do that.

Here's another way (assuming that the writer has arrived—more or less): Don't take a writers' magazine. To be sure, one finds in a good writers' journal the accumulated wisdom of those who have gained

by bitter experience, together with a list of the buying magazines and their requirements. But, I repeat it, sir, I'm now explaining how *not* to sell.

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Another very effective way of attaining failure is to dash off the story under the spell of inspiration. If the idea must spring full-born from the brain, it does not pay to "Snowball the plot," as Friend Hawkins calls it. To be sure, the frenzy of sudden inspiration has probably injected the obvious ending and has utterly failed to note the inconsistencies of the yarn and the flapping cordage of the plot. To snowball a plot, to devise novel twists and turns, to produce the unexpected, takes time and work. Writing should be a pleasure, the venturing into Elysian fields by the higher minds, the elect, the chosen of God. Oh, well...

An item that should not be neglected: Cultivate the belief that the editor doesn't know what he wants and isn't capable of telling good stuff when he sees it. Whether this is true or not, the belief helps quite a bit in failing to sell, and on no account should be neglected.

I correspond with a man who is a real writer. He tells me that he finds it about as hard to sell as he did earlier in his career. When he writes the stuff he really wants to produce it won't sell. When he fabricates salable stuff he is ashamed of it. He has considerable money, so he frequently climbs up and sits down on the heights. Here he produces the material that brings surcease to the agony of his soul, or something-and he is permitted to keep what he has written. He tells me that when he needs a little pocket money, or wants to see whether he can still ring the bell, he concocts a story suited to the mentality of a fourteenyear-old child-and sells it!

Mebbe so; but most of us crave the chance to sell stuff for the morons to read.

Pardon me! My mistake—I'm supposed to be telling of several ways of How Not To Sell. This is one way: Produce stuff that the reader, hence the editor, is not interested in. The chances are that the editor, inside, likes the same stuff that we fain would write; but his readers do not, so perforce he must refuse the outcropping of our ethereal, hifalutin nature and accept in its stead the offering of the unprincipled cuss whose heroes are sheiks, two-gun men, detectives or bootleggers.

But here's the cleverest idea of the whole lot—assuming that the writer can write: Never send out a script more than three or four times. If the fourth editor refuses it, with or without a personal letter, burn the darned story. It won't go. To be sure, you might have struck the ones who were overstocked; it might be that the material was not adapted to those particular magazines; possibly it was too high-brow, too hard-boiled, too long, or too short for them, but would fit in excellently somewhere else. Never mind; can it! Four times are enough—if you don't want to sell.

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Reading again that script published so long ago in The Author & Journalist, I find, in reference to a certain opus of mine that I was then sobbing over, this touching sentiment (or maybe it isn't a sentiment):

"This yarn is now out on its twentieth trip. It will be back presently. But I'm going to keep on sending it. Some day I shall find a guy who will buy it. Then—!"

I fell down in one part of that statement, or prediction, or threat. The beloved classic didn't come back from its twentieth trip. It stayed! And it made a fairly decent hit. True, no one crowned me with myrtle or bay; neither was I crowned with any hard substance. The main point is this: If I hadn't really wanted to sell, I'd have filed that story away after its fourth refusal—and still be wondering why it didn't go.

AH! The cat is out of the bag at last. I want to sell. Possibly some had suspected it.

Nevertheless, a very effective way to prevent a sale is to become discouraged quite easily.

I now have a story out on its twenty-first trip. It may be that when I write my next article for The Author & Journalist, four or five years hence, this yarn will be out on its ninety-seventh trip. I don't know. But I do know that before it falls into the wastebasket it's going to see America first!

One moment, please. Although, as I previously remarked, this tale has already been "returned herewith" twenty times, I received with it on its sundry visits to the old home town at least five or six letters similar to this one—which is quoted verbatim, in spots:

My Dear Mr. Stuart:
This is excellent. I am sorry we cannot use it.
Perhaps you could sell it toorPlease do not mention

Well, I didn't mention him or the——.

Neither did I sell the story to——— or

But, by gosh! I'm going to sell it if it takes all summer, more summers than Ulysses S. lived.

In the September, 1934, issue of The Author & Journalist, look for another article by me. I'll tell you how I came out.



PULP-PAPER

By ETHEL ROMIG FULLER

STACKED high on news-stands anywhere are scores Of multi-colored magazines for sale—A literature of gunmen and of frail Uncertain ladies, husky stevedores, Of cowboys, slim brown girls on tropic shores, Or airplanes, treasure ships, and looted mail, Romance and danger of a northern trail—All stories with adventure at their cores.

Pulp-paper publications! At a dime Per copy! Of the thousands who peruse Them, who remembers, how once on a time These pages were the hearts of birch and spruce, Were willows and were alders—that they stood, Star-crested fir trees, in a mountain wood.

Editors You Want to Know

(This Series Began in the July, 1929, Issue)

ARTHUR T. VANCE

Editor of Pictorial Review



Arthur T. Vance

Arthur T. Vance was born in Scranton, Pa., in 1872, but was early transferred to a frontier boom-town in Kansas that boasted Indians, cowboys, shooting 'n everything. Missouri railroad town lured him after the soon time the Tames boys (not Henry and William)

were making things interesting, and Vance left Kansas flat. Binghamton, New York, was his next stopover and there he stayed long enough to go to high school and learn that spelling and punctuation don't matter much anyhow, to a lad destined to become

an editor.

His first job after graduating was getting all of \$5 a week on a newspaper and later he developed into a darned good reporter, ad-getter, and bill collector, finally occupying the editorial chair. Newspaper life palling, he broke into the magazine world as assistant editor on The Home Magazine. Assistant editor in those days evidently meant one who assists, for Vance had to address and wrap magazines, and write half the book under various noms de plume. One day the editor found out that Vance could take dictation direct on the typewriter and as a reward allowed him to work three or four hours extra each night. For this he received \$15 a week until the magazine died of editorial sclerosis.

A little later Vance became editor of The Woman's Home Companion, then edited as well as published in Springfield, Ohio. He boasts that the greatest achievement of his life was persuading the owner that New York was the only place in which to edit a magazine, even if you did print it 1000 miles away. He was on The Companion seven years before taking hold of *Pictorial Review* and there is ample evidence that he "took hold" with both hands. In 1908 when he began doing things to it, Pictorial Review was a rococo publication devoted mainly to fashions. Its editorial policy began and ended with the intelligent handling of a pair of scissors and a pot of paste. circulation was about 150,000 a month. Today it is over 2,500,000 a month, which speaks volumes for Arthur Vance. He made up his mind that there was no use making a magazine along the old established "wo-man's magazine" line so he began smash-ing traditions. He took women seriously and began publishing articles on various intellectual movements affecting the position of women. At a time when it is claimed that other woman's magazines were poking fun at women's clubs, Pictorial Review championed their cause. It was the first woman's magazine to come out boldly in favor of suffrage. Other red-blooded campaigns inaugurated and carried on by the magazine were an open discussion on birth control, uniform marriage and divorce, a square deal for the nameless child, child welfare, school betterment, trained nursing situation, and women in politics. Then Vance tackled the fiction problem. The idea of good stories in a woman's magazine was radical in 1908. The better writers wrote for the general magazines and scorned the woman's field. Vance considered why. It took a lot of time and money to change their minds, but today the women's magazines publish the very best

fiction. To Vance must go credit for this revolutionary change and that it has succeeded is indicated by the fact that for ten consecutive years Edward J. O'Brien in his "Best Short Stories of the Year" has given Pictorial Review place ahead of the rest. His associates contend that Pictorial Review was the first to prove that a woman's magazine could achieve a tremendous circulation without sacrifice of the literary quality in its text.

Someone asked Mr. Vance how it was he kept in such close touch with his readers. He answered that possibly it was because he, himself, had lived under various conditions in various parts of the country. He has lived on a farm and has done the chores. He has been an unwilling pupil at a district school. He has lived in small towns in the West. He has lived in small, self-conscious cities as well as in big places like New York. Today he is living in the suburbs. Whereever he has been, he has learned at first hand just what women are interested in and has utilized his opportunity to study their needs.

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Beyond everything else, Vance made up his mind a long time ago not to edit *Pictorial Review* in order to please a little coterie of artistic and literary folks who meet once in a while in New York and swap compliments. He says they are not the people who buy magazines.

To his associates in the office, Vance is a two-fisted, genial, democratic get-atable citizen. There never was an editor with less swank about him and he is one of the few men whom success has not spoiled. He is addicted to old clothes, old hats, de luxe editions, and old friends. The only thing that worries him about editing a magazine is that he cannot do all his work on his yacht, to which he is devoted. Besides yachting, his recreations, we are told, consist of tennis, listening to literary agents, and playing the tin whistle.

MASSAGUER—CUBA'S GREAT EDITOR

(By W. Adolphe Roberts)

A MERICAN writers—and hosts of readers, also—whose wanderlust leads them to Havana, the most fascinating of winter playgrounds, are due to be surprised by the excellence of the Cuban magazines. And the best of these are the three published and

edited by Conrado W. Massaguer, a manysided man if ever there was one. Two of his periodicals, the monthly *Social* and the weekly *Carteles*, are in Spanish; the third, called *Havana*, is in English, and is issued monthly only during the tourist season from October until April.

You will be far off the mark if you suppose that the magazines in question are



Conrado W. Massaguer (left) with W. Adolphe Roberts

struggling little provincial organs, such as one might expect to find in a republic with a population of three and a half millions. They each run to about ninety-six pages and are printed by the offset process on heavy stock, are profusely illustrated, and carry a great deal of profitable advertising. The circulation of Carteles alone is about 50,000 copies a week. The monthlies have a smaller circulation, but it is gilt-edged. Social is the magazine of the smart set in Cuba, while Havana in the two years of its existence seems to have become indispensible to the All the magazines are American tourist. read to some extent in other Latin-American countries.

Massaguer first made his reputation as a brilliant and mordant cartoonist. He still draws tirelessly for his own periodicals, executing most of the covers and contributing full-page cartoons, while his work is often seen in *Vanity Fair* and other New York magazines. He has been rated as one of the half dozen best living cartoonists.

In 1916 he borrowed one hundred dollars from his brother and started his publishing business with this sum. It sounds like a fairy tale, but Massaguer knew how to direct his gambling prudently, and perhaps he had a certain measure of luck. He is today a fairly wealthy man. Some of the improvements in the offset process he uses for the reproduction of pictures, notably in connection with color work, are of his own invention. They are guarded as trade secrets, and have helped to build up his succes as a

publisher.

A man of charming personality, he is always ready to act as mentor and guide to the visiting American, especially if the latter is a writer. He will knock off work at a moment's notice to show you through his printing plant, and afterwards he is likely to put you in his car, drive you around to see all sorts of interesting places, and wind up at some luxurious club on the Malecon. where the daiquiri and presidente cocktails will convince you that wet Cuba is not far removed from the locality known as Paradise.

He received me in this generous fashion when I called on him in Havana a few months ago. When I tried to tell him how much I appreciated it, he waved his hand and remarked that he felt it to be merely his duty to show his city to friendly foreigners.

Massaguer's two brothers are also prominent in the life of Havana. One of them is a sporting writer on the Spanish language daily, El Mundo. The other is the manager of the new Havana-Biltmore Yacht Club.

There is a market in the Massaguer magazine, Havana, for articles about Cuba and Cuban-American relations. Nothing solemn and heavy, you understand. But if you have traveled in the island-and if you feel any affection for it-write your impressions in English and send them to the genial editorpublisher. He will be glad to hear from you.

DAISY BACON

Editor of Love Story Magazine

(By JOA HUMPHREY)



Daisy Bacon

WHAT do you think of a girl who doesn't like caviar, paté de foié gras, candy, or pie, but eats sugar on lettuce? What is your mental picture of a person who works 12 hours a day, runs her office like a slave driver, but has no personal secretary? How would you rate the abil-

ity of one who does all the reading for a weekly magazine and attends to the correspondence which it entails? Would you picture her as blonde, slight, with a low, indistinct voice and a face that should launch at least a hundred ships?

Such, at any rate, is a partial description of Daisy Bacon, editor of Love Story Magazine. She is under thirty and sold the first thing she ever wrote to The Saturday Evening Post. She was quite successful with popular fiction before she took up editorial work. After a time she went to work for Street & Smith and became editor of a

She is a keen business woman and has a mind that works like lightning. In fact, Miss Bacon has made her living in three other businesses besides that of author and editor. One of her boasts is that she can

make her living at anything.

She gives quick decisions on manuscripts, and often returns a story to the author with instructions as to how to fix it. Her associates claim that she remembers everything. She has the weirdest possible collection of facts at her fingertips. She can locate anything in her roll-top desk immediately, although it always looks as if the overflow from it would envelop her at any time. She either has a closet full of clothes or none

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She hates hot weather although she never looks hot; never loses her temper; likes cats. turtles and elephants. Her idea of a good time is to put on a pair of overalls and fuss around in the hot sun in the flower garden. As for her literary tastes, she likes Louis Bromfield, Elmer Davis, The Saturday Evening Post and-of course-Love Story Magazine!

How Writers Secure Action

BY EVERETT H. TIPTON



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Everett H. Tipton

"IF I see a man tumble from a fifteenth-story window, I watch him and make notesinstinctively, subconsciously. I always did, even before I had a single 'prentice raw short to my credit (quite a way back that). Having photographed his arc of fall, his gestures, his facial contor-

tions, if any, the individualistic manner in which he splattered upon the sidewalk, *then* I become the citizen. I trot forward to help sweep him up. But only then!"

By exaggeration Eugene Cunningham illustrates something that a writer should have

in his makeup. He continues:

"I have learned one thing about myself in these fourteen years of plugging the game: this is my game; I can do other things fairly well, but there's always a note of artificiality about the doing. Writing is my occupation; everything that I have ever done in my life—however unrelated it may seem, superficially—has knitted together to serve me in the way of furnishing material and experience, or training eye and hand and brain somehow. And one of the most important things in any subscriber's kit—the 'storyeye' and 'story-mind'—I have always had to the point of downright cold-bloodedness."

Sometimes you read Cunningham without knowing it, for his production has reached a point where a pen-name is used to permit him to have more than one story in a single issue of a magazine. He averages 2000 words written each day of the month and sells practically every word.

He speaks of his fiction-writer's practical-

ity. I have the fact-writer's cold-bloodedness to the degree that when fellow typewriter pluggers I have come to know in the West wrote me friendly suggestions on how to crash the fiction gate, I saw the possibility of assembling excerpts into an article which would interest and help other writers.

The magazine editors cry for action, and Erle Stanley Gardner writes: "I don't think action is killing. And I know you don't so don't get me wrong. Action is suspense.

"Of course, there's the mere aimless physical action, arbitrary motions of characters that are violent, illogical and amateurish. Then there's the tale that has one dramatic climax, not an undue amount of stirring around, yet all the action in the world."

FRANCIS W. HILTON advises: "Cut out every passive verb and substitute a verb of action."

S. Omar Barker is convinced that the more deeply the reader is interested in the characters, the greater will be his suspense when they are in trouble; that if he is not interested in the hero this he-man may be constantly in danger of getting himself stabbed, bullet-riddled or strung up on a limb and the reader will lay the magazine aside with a yawn—"mere aimless physical action."

Cunningham believes the story should be kept moving while a character is being described. Here is an example from a published story: "Vern looked thoughtfully at Deputy Sheriff Ery Tricker's uncertain face and saw how the dull blue eyes were fixed upon his huge boot toes and how the loose mouth worked. He waited, as did the others. Ery pushed back the rim of his enormous sombrero, ventured a shifty glance at Vern's hard face, then looked away, with a rasping noise in his thin neck."

"When we start out," Erle Stanley Gardner continues "'Crack! A pistol shot echoed through the still, night air. John Doe

grasped a big Bowie knife in his teeth as he leapt from bed, strapped a six-shooter about his waist and dashed down the stairs two at a time. No sooner had he arrived at the bottom than he discovered the shadowy outline of a fleeing fugitive' That's old stuff and there's going to be a let-down. The reader doesn't get excited in the least.

"I've had lots of success by having a loose thread batting around in a story that the reader knows must come to the main rope of the yarn sooner or later, and knows will raise merry hell when it does. For instance, we might have the hero go for a ride on a train. There'd be action in that, but no suspense. Suppose we take him up in a 'plane. More action, a trace of suspense, but noth-

ing to write home about.

"However, suppose we show the villain sneaking into the grounds in the dead of night and sawing the wing supports half in two. Then we have a loose thread batting around in the yarn. We have the hero go up in pursuit of another plane in which the bandits are escaping, and they start stunting so he has to stunt. The reader gets forward on the edge of his chair, aroused by the action of the stunts because he knows of the complication that's bound to come in and make trouble.

"Try that stunt of a loose thread."

Francis W. Hilton explains further his action ideas: "You ask how I get so much action. The only secret I know to fiction writing is editing. I make three drafts of every story. The first finished, I edit until it hurts. Then I copy this. Then I edit again. Then I copy it a third time. Then friend wife and I sit down and she reads it out loud. It will surprise you how many mistakes you can pick up that way. Then we make a final draft.

"I am firmly convinced that juggling sentences and editing until you can't see a thing to change is the secret of getting the best action out of your yarn. On the second draft I devote myself entirely to verbs. Go through your script. Cut out every passive verb and substitute a verb of action. I have compiled a list of all verbs of action I know. This I refer to constantly when writing an

action story."

"About this free-lancing," says Cunningham. "Until you do develop the hardest thing of all—the regular, more-or-less standardized output—I believe that you'll find you turn out as much stuff while doing it in spare time as you would (at first, anyway) as a free-lance. There are so many things to keep a writer from working working-hours. He's his own boss, you know, and he can always say: 'I'm afraid to write today; I'm really not in the mood' And go out and do something else. That has been my battle; that is my battle."

"I have found," Hilton adds to this, "that

"I have found," Hilton adds to this, "that sticking to straight fiction is not good for me, so I cut in when I get fagged with articles, newspaper stuff and fillers."

GARDNER has a law practice and Barker writes poetry, articles and fillers. Both of them go on frequent jaunts into the country when the story-mind fags. Stephen Payne has a down-town office and tries, by working hours, to obtain a steady production. But for all of them it is a "battle."

And now Payne on plotting: "Lots of fellows plan their stories on a theme. I don't—not but that they have theme—but I don't make use of it consciously. I generally build plots from incidents. If I have one from life—a fact—all the better. If not, I invent one. I go on the theory that any unusual or interesting incident can be expanded into a short story. But first of all it must be something of interest to the class of readers at whom we are aiming—we're aiming to please. As to where to sell it after it is written, answer that question before the yarn is written.

"Practically all of the Western magazines demand the hard-riding, fast-shooting, action type of story with a single predominant character—a very noble, he-heroic, gallant sympathetic sort of a chap—overcoming great odds. The old stereotyped Western given just a little bit of freshness and of

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novelty is plumb good."

Payne uses the word "stereotyped" and Cunningham, "standardized." Looking over my own duds I think I can see that their unavailableness lies chiefly in their being too far "off trail," as some magazines put it. Most of the stories which have brought ready checks have had the same character for a hero and had him doing conventional things. In one yarn he may be Smith and playing a harmonica, in another Jones, Jew's-harpist, limping slightly; in another he packs two guns, in another he is not even a good shot but has other virtues, and in a fifth he's a rodeo champ. Sometimes he's small, some-

(Continued on Page 28)

THE AUTHOR & JOURNALIST'S

HANDY MARKET LIST

FOR LITERARY WORKERS

Published Quarterly as an Integral Part of The Author & Journalist SEPTEMBER, 1929

The Handy Market List is designed to give, in brief, convenient form, the information of chief importance to writers concerning periodical markets. Constant vigilance is exercised to keep this list up to the minute. New publications, changes of address, and changes of editorial policy are closely followed in preparing for each quarterly publication. Only a few obvious abbreviations are employed; M-20 means monthly, 20 cents a copy; 2M-10, twice monthly, 10 cents a copy; W-15, weekly, 15 cents; Q., quarterly, etc. Preferred word limits are indicated by numbers. Acc. indicates payment on acceptance; Pub., payment on publication. First-class rates, around 5 cents a word; good rates, 1 cent or better; fair rates, ½ to 1 cent; low rates, under ½ cent. Ind. indicates indefinite rates. Inc. indicates data incomplete. The editor's name is given last before the word rates. In the majority of cases the release of book, motion-picture, and other rights is a matter of special arrangement, so this information is not included. In general, the betterpaying magazines are generous in the matter or releasing supplementary rights to the authors.

LIST A

General periodicals, standard, literary, household, popular, and non-technical, which ordinarily pay on acceptance at rates of 1 cent a word or better.

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s a neAces, 271 Madison Ave., New York. (M-20) War-air novelettes 18,000 to 25,000. Verse. J. B. Kelly. Ic up, Acc. Ace-High, 80 Lafayette St., New York. (2M-20) Western adventure, sport, short-stories 3500 to 7500, novelettes 55,000, serials 65,000. W. M. Clayton. H. A. McComas. 2c

Action Novels, 271 Madison Ave., New York. (Bi-M-20) Western, adventure novelettes 20,000 to 25,000, occasionally 15,000. J. B. Kelly. 1c up, Acc.

Action Stories, 271 Madison Ave., New York. (M-20) Western and adventure short-stories 3000 to 6000; novelettes 10,000 to 25,000. Verse. J. B. Kelly. 1½c up, Acc. Adventure, Spring and Macdougal Sts., New York. (2M-25) Adventure, Western, sea, foreign short stories, novelettes up to 35,000, serials up to 100,000; fillers up to 1000, verse up to 100 lines. Anthony M. Rud. 2c to 10c, verse 50c line up, Acc.

Airplane Stories, 100 W. 42d St., New York (M) Action air stories up to 30,000. Wm. L. Mayer. 1c, Acc.

Air Stories, 271 Madison Ave., New York. (M-20) Aviation short-stories 4000 to 6000, novelettes 9000 to 12,000, serials 40,000 to 60,000, complete novels up to 25,000. J. B. Kelly. 1c up, Acc.

Air Trails, 79 7th Ave., New York. (M-20) Thrilling air short-stories 3000 to 7000, novelettes 10,000 to 25,000, occasional articles. Paul Chadwick. Good rates, Acc.

occasional articles. Paul Chadwick. Good rates, Acc. All-Story, 280 Broadway, New York. (2-M) Clean love and romance, heroine viewpoint. Short-stories 3000 to 6000, novelettes 12,000 to 15,000, serials 30,000 to 40,000. Miss Madeline M. Heath, Mng. Ed. Good rates, Acc. American Legion Monthly, Indianapolis, Ind. (M-25), Illustrated articles on or of interest to Legion members and rehabilitated veterans, 1500; short-stories, serials; occasional poems. J. T. Winterich. 2c up, Acc. (Overstocked).

American Magazine, 250 Park Ave. New York. (M-25) Short-stories 4000 to 6000, serials, illustrated personality sketches 1000 to 2000; human-interest articles, stories of achievement. Monthly prize-letter contest. Occasional verse, Merle Crowell. First-class rates, Acc.

American Mercury, The, 730 5th Ave., New York. (M-50) Sophisticated reviews, comment essays; serious and political articles, short-stories, sketches, verse; high literary standard. H. L. Mencken. Good rates, Acc.

Argosy Weekly 280 Broadway New York (W-10)

Argosy Weekly, 280 Broadway, New York. (W-10) Romantic, adventure, mystery, humorous short-stories 2000 to 7000, novelettes up to 20,000, serials up to 80,000, verse, prose fillers up to 500. A. H. Bittner, 1½ up, Acc.

Asia, 461 8th Ave., New York. (M-35) Illustrated articles, essays 1500 to 7000, personal life fact stories; exploration and true adventure; human-interest interpretation of Oriental, Russian, African life and thought; American-European relations with Orient; photos. L. D. Froelick. European rela

Atlantic Monthly, 8 Arlington St., Boston. (M-40) Comment, reviews, essays, human-interest articles; sketches, short-stories, verse; high literary standard. Ellery Sedgwick. Good rates, Acc.

Battle Stories, Robbinsdale, Minn. (M-25) War and air short-stories, 3000 to 18,000, novelettes 15,000 to 20,000 serials 45,000 to 60,000, ballad verse up to 32 lines. Roscoe Fawcett, Jack Smalley. 2 to 10c, poetry 25c line, Acc.

Black Mask, 578 Madison Ave., New York. (M-20) Detective, also occasional Western, adventure, short-stories 5000 to 8000, novelettes 10,000 to 15,000. Joseph T. Shaw. Good rates, Acc.

Blade and Ledger, 510 N. Dearborn St., Chicago. (M) Clean romantic, adventure short-stories, small-town back-ground, 1000 to 3500. Wm. Fleming French. 1½ to 5c,

Blue Book, 230 Park Ave., New York. (M-25) Western, mystery, adventure short-stories, novelettes, novels. Monthly true-experience prize contests. Edwin Balmer; Donald Kennicott, associate. 2c up, Acc.

Bookman, The, 386 4th Ave., New York. (M-50) General and literary articles, essays, 1000 to 3500, distinctive short-stories 1000 to 5000. Seward Collins. Good rates, Acc. (Overstocked.)

Breezy Stories, 709 6th Ave., New York. (M-20) Sex short-stories, 2500 to 7000, novelettes 12,000 to 20,000; light verse. Cashel Pomeroy. 1c, verse 25c line, Acc.

Brentano's Book Chat, 1 W. 47th St., New York. (M-25) Literary articles, essays, up to 2500. Bellamy Partridge. 2c, Acc.

Calgary Eye-Opener, Box 2068, Minneapolis. (M-25) Brief humorous stories, jokes, gags, up to 150, verse up to 6 verses, cartoons. \$1 to \$10 each, Acc.

Canadian Magazine, 347 Adelaide St., W., Toronto, Canada. (M-10) Articles on Canadian topics up to 3000, short-stories up to 5000. Joseph Lister Rutledge. 1c up, Acc.

Century Magazine, 353 4th Ave., New York. (Q-50) Essays 2000 to 4000; serious, travel, literary articles 3000 to 6000; short-stories 4000 to 6000, verse; high literary standard. Hewitt H. Howland. Good rates, Acc.

Charm, 50 Bank St., Newark, New Jersey. (M-35) Articles of home interest to New Jersey women 1500 to 2000. Elizabeth D. Adams. 2½c up, Acc.

Clues, 80 Lafayette, New York (2M-15) Detective and mystery short-stories 3000 to 6000, novelettes 25,000 to 35,000, serials 45,000 to 75,000. W. M. Clayton, Carl Happel.

College Humor, 1050 N. La Salle St., Chicago. (M-35) Short-stories up to 8000, novelettes, serials, "salty" informative articles, sketches, jokes, humorous essays; gay verse, epigrams, art work. H. N. Swanson. First-class rates, Acc. Jokes \$1.

College Life, 25 W. 43d St., New York. (M-25) Sophisticated short-stories, sex interest, collegiate background, 3500 to 5000, novelettes 10,000, short humor up to 100, collegiate informative articles up to 2000, humorous verse, jokes. N. L. Pines. 1c, verse 10c line, jokes 25c to 50c each, Acc.

Collier's, 250 Park Ave., New York. (W-5) Short-stories up to 8000, serials up to 60,000; articles, editorials. Wm. L. Chenery. First-class rates, Acc.

Columbia, 45 Wall St., New Haven, Conn. (M-10) Knights of Columbus publication. Articles on contemporary science, travel, sport, topics of general interest for men 2500 to 3500; action short-stories 5000, verse. John Donahue. 1 to 3c, Acc.

Comfort, Augusta, Me. (M-5) Short-stories 1000, articles, amily interest, household miscellany. V. V. Detwiler. 1

Complete Aviation Novel Magazine, 120 W. 42nd St., Yew York. (M-20) Air novels 70,000. Wm. L. Mayer, 1c, New

Complete Detective Novel Magazine, 381 4th Ave., New York. (M-25) Detective novels 60,000 to 75,000, true tales of detective work 1000 to 2500. B. A. McKinnon. 1c, Acc

Complete Stories, 79 7th Ave., New York. (2M-20) Western, adventure short-stories, novelettes, novels up to 50,000, verse. Edmund C. Richards. 1½c to 2c, Acc.

Cosmopolitan, 57th St. and 8th Ave., New York. (M-35) Short-stories 5000 to 7000, romantic, problem, unusual themes; articles, personal experiences, 4000 to 5000. Ray Long. First-class rates, Acc.

Cowboy Stories, 80 Lafayette St., New York. (M-20) Cowboy, rangeland short-stories 3000 to 7500, novelettes 35,000, serials 65,000, fact items 200 to 400. W. M. Clayton. H. A. McComas. 2c up, Acc.

Cupid's Diary, 100 5th Ave., New York. (Bi-M-20) Romantic, sentimental love short-stories, girl's viewpoint 4000 to 7000, novelettes 10,000 to 15,000, serials 40,000 to 60,000, love lyrics 8 to 16 lines. Clifford Dowdey. 1 to 2c,

D. A. C. News, Detroit, Mich. (M-25) Humorous sketches up to 1500, verse. Chas. A. Hughes. First-class

Dance Magazine, The, 1926 Broadway, New York. (M-35) Articles on any branch of musical show business, news slants important, 2500. Paul R. Milton. 2c, Acc.

Delineator, Spring and Macdougal Sts., New York. (M-10) Dramatic, human short-stories 5000, serials, articles. Oscar Graeve. First-class rates, Acc.

Detective Fiction Weekly, 280 Broadway, New York. (W-10) Detective articles, short-stories, novelettes, serials. Howard V. Bloomfield. 1½c up, Acc.

Detective Story Magazine, 79 7th Ave., New York. (W-15) Detective and mystery short-stories 1500 to 6000, novelettes 10,000 to 30,000, serials 36,000 to 80,000, articles on crime, etc., 300 to 2500. F. E. Blackwell. 2c up, Acc.

Dream World, 1926 Broadway, New York. (M-25) First person short-stories 5000, serials 25,000 to 50,000, verse, of love and romance. Helen J. Day. 2c, verse 50c line, Acc.

Elks Magazine, 50 E. 42nd St., New York. (M-20) Articles, short-stories 5000 to 10,000, serials up to 50,000. John Chapman Hilder. First-class rates. Acc.

Far West Stories, 79 7th Ave., New York. (M-20) Western short-stories 1500 to 6000, novelettes 10,000 to 30,000; 3 to 6-part serials, installments of 12,000; short articles 300 to 2500; verse. F. E. Blackwell. 2c up, Acc.

Farmer's Wife, 61 E. 10th St., St. Paul, Minn. (M-5)
Articles for farm women of general and household interest; short-stories, short serials, verse, short-stories for boys and girls. F. W. Beckman, Mng. Ed. 1c up, Acc.

Fight Stories, 271 Madison Ave., New York. (M-20) Action stories of the prize ring, short-stories, novelettes, complete novels 18,000 to 20,000, serials. J. B. Kelly. 1c up,

Film Fun 100 5th Ave., New York. (M-20) Collegiate jokes, quips, epigrams up to 300, humorous verse. Ernest V. Heyn. Short text 3c word up; verse 50c up line; jokes, quips \$1.50 up, Acc.

Five Novels Monthly, 80 Lafayette St., New York. (M-25) Western, adventure, sport, detective, romantic novels 25,000. W. M. Clayton, I. L. Darby. 2c, Acc.

Flyers, 80 Lafayette St., New York. (M) Air adventure short-stories, novelettes, serials up to 40,000; thrilling air experience stories. W. M. Clayton; Allan K. Echols. 2c up, Acc.

Flying Romances, 1926 Broadway, New York. (M) Aviation stories emphasizing vivid love interest. Short-stories 4000 to 8000, novelettes 15,000, serials 30,000 to 50,000. First or third person. Wa'ter E. Colby. 2c, Acc.

Flying Stories, 1926 Broadway, New York. (M) Love, dventure, mystery short-stories, aeronautical background to 10,000, serials 50,000 to 90,000. Walter E. Colby. 2c, Acc.

Foreign Service, Memorial Bldg., Kansas City, Mo. (M) Short-stories. articles of interest to overseas men up to men up to 2500. Illustrations. Barney Yanofsky. 2c up, Acc.

Fortune Story Magazine, 79 7th Ave., New York. (M) Short-stories of business success, youthful appeal, 3000 to 5000. Ronald Oliphant. 1c, Acc.

Forum, The, 441 Lexington Ave., New York. (M-40) Comment, essays, reviews, verse, short-stories 3000 to 5000, serials. Henry Goddard Leach. 2c up, Acc.

Fun Shop, The, 1475 Broadway, New York. Humorous department, supplied to daily newspapers; jokes, skits, verse, epigrams. Maxson Foxhall Judell. 25c to \$1 a line for verse; \$1 to \$10 per contribution for prose, Acc.

Frontier Stories, 271 Madison Ave., New York. (M.20) Adventure, frontier-life short-stories up to 6000, novelettes, serials, verse. J. B. Kelly. 1c up, Acc.

Ghost Stories, 1926 Broadway, New York. (M-25) Articles 1500 to 5000; short-stories 3000 to 7500, serials 40,000 to 60,000, preferably in first person, dealing with ghosts and the supernatural. Henry Bond. 2c, Acc.

Good Housekeeping, 56th St. and 8th Ave., New York. (M-25) Articles on women's and household interests; short-stories, serials, verse. W. F. Bigelow. First-class

Harper's Bazar, 56th St. and 8th Ave., New \((M-50) \) Society and women's interests, short-stories rials. Practically closed market. Charles Hanson To New York Good rates. Acc.

Harper's Magazine, 49 E. 33d St., New York. (M.40) Human interest articles, controversial essays, short-stories, 4000 to 7000; serials up to 60,000; verse; high literary standard. Thomas B. Wells. First-class rates,

Heart Throbs, 1926 Broadway, New York. (M) Throbbing emotional short-stories, serials, first and third person. Elita Wilson. 2c, Acc.

Holland's, The Magazine of the South, Main and Race Sts., Dallas, Texas. (M-10) Articles of special interest to South, women's and household interests, Southern personalities, short-stories, two or three-part stories, serials; humor, verse, children's stories. Martha Stipe. 1½c up,

Household Magazine, 8th and Jackson Sts., Topeka, Kan. (M-10) Household articles, short-stories 1500 to 600, serials 30,000 to 40,000, verse usually under 20 lines, hints. Nelson Antrim Crawford. 2c, verse 50c line, Acc.

"I Confess," 100 5th Ave., New York. (M-15) Emotional confessional short-stories 2500 to 5000, serials 10,000 to 30,000. Elizabeth Sharp, 1 to 2c, Acc.

Ladies' Home Journal, Independence Sq., Philadelphia M-10) Articles on women's business and household inter-tes; short-stories, serials, humor. Loring A. Schuler. ests; short-stories, ser First-class rates, Acc.

Lariat Story Magazine, The, 271 Madison Ave., New York (M-20) Cowboy short-stories 4000 to 6000, novels up to 25,000, serials 40,000 to 60,000, verse. J. B. Kelly. 1c up.

Liberty, 247 Park Ave., New York. (W-5) Romantic, adventure, humorous short-stories, youthful appeal, 100 to 5000; timely human-interest articles. Sheppard Buller First-class rates, Acc. Short-stories under 1000, \$100 each

Life, 598 Madison Ave., New York. (W-10) Humor and satire in verse, skits, epigrams, sketches. Tabloid short-stories up to 700. Norman Anthony. First-class rates, jokes up to \$5, Acc.

Love and War Stories, 1926 Broadway, New York. (M) Love fiction, war background. Burnet Hershey, 2c, Acc.

Love Romances, 271 Madison Ave., New York. (M-20) Strongly plotted, human love stories 300 to 6000, novelettes 10,000 to 12,000, novels 20,000, serials, 40,000 to 6,000, verse. J. B. Kelly; Harriet A. Bradfield, Mng. Ed. 1c up, Acc.

Love Story Magazine, 79 7th Ave., New York. (W-15) Thoroughly modern love short-stories 2500 to 6000, novelettes 10,000, 2 to 6-part serials, installments of 12,000, verse up to 16 lines. Miss Daisy Bacon. 1c up, Acc.

MacLean's Magazine, 143 University Ave., Toronto, Ont., Canada. (Bi-M-10) Articles on Canadian subjects, short-stories up to 5000, serials 30,000 to 65,000. H. Napier Moore. 1c up, Acc.

Marriage Stories, 100 5th Ave., New York. (M-20)
Short-stories of present-day marriage problems, middleclass characters, 2500 to 7500; serials 15,000 to 30,000
Elizabeth Sharp, 1c to 2c, Acc.

McCall's Magazine, 236 W. 37th St., New York. (M-10)
Women's and household interests; provocative articlet
2000 to 3000, short-stories 5000 to 6000, serials. Otis L
Wiese. First-class rates, Acc.

Mentor, The, 250 Park Ave., New York. (M-35) Educational, travel articles. 1c, Acc.

Miss 1929, 80 Lafayette St., New York. (M-25) Youthful love stories for the modern girl, short-stories 4000 to 6000, novelettes 10,000 to 12,000, serials 30,000 to 35,000 articles 2500 to 3000, light verse. Bina Flynn. 2 to 5c, Acc.

Modern Girl Stories, 79 7th Ave., New York. (M-2) Clean adventure, achievement, love stories, with girl ladd 4000 to 8000, novelettes 10,000, serials 40,000 to 50,000; vers 10 to 25 lines. 1 to 2c, Acc.

Modern Homemaking, Augusta, Maine. (M-10) Short-stories 3000 to 6000, preference under 4500, serials up to 50,000; love, domestic, Western themes; home-making departments, verse. M. G. L. Bailey. 1c up, verse 25:

Modern Priscilla, 470 Atlantic Ave., Boston. (M-20) Needlework, homecraft, housekeeping articles; one short-story and one poem per month. Stella M. Bradford. Good rates, Acc.

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shortup to aking e 25c Movie Romances, 510 N. Dearborn St., Chicago. (M) True romances of film folk; articles for film fans; short-stories with motion-picture background. Wm. Fleming French. 1½ to 5c, Acc.

National Geographic Magazine, 1156 16th St., N. W., Washington, D. C. (M-50) Authoritative travel articles, illustrated. Gilbert Grosvenor. First-class rates, Acc.

Navy Stories, 100 5th Ave., New York. (M-20) Fighting navy stories of the great war. Eugene Clancy. 1½c up,

New Yorker, The, 25 W. 45th St., New York. (W-15) Humorous, satirical articles, sketches up to 2000; clever verse, fillers. Good rates, Acc.

verse, fillers. Good rates, Acc.

New York Magazine Programs, 108 Wooster St., New York. (W) short-stories, 800 to 1000. Verse, fillers, jokes. Barbara Blake. 5c, Acc. (Overstocked)

North*West Stories, 271 Madison Ave., New York. (M-20) Western and Northern action short-stories, limited love interest 3000 to 6000, novelettes up to 25,000, serials up to 50,000, personal experience "trail tales," verse. J. B. Kelly. 1c up, Acc.

Outlook, 120 E. 16th St., New York. (W-15) Comment, reviews, timely articles, short-stories up to 3000, verse. Frank Bellamy. 1½c up, verse, \$10 to \$25, Acc. Over the Top, 79 7th Ave., New York. (M-20) Frontline war short-stories, serials; experience letters. 1c up,

Parent's Magazine, The, 255 4th Ave., New York. (M-25) Health, child psychology, education articles 1000 to 3000, short-stories, verse, jokes. No juvenile material. Clara Savage Littledale. 1c, Acc. Shortcuts in child raising 300,

Parties, 300 Howard St., Framingham, Mass. Articles on parties, entertainments, original games, stunts. Dorothy Wright. 1 to 2c, Acc.

Pennac News, The, Rittenhouse Squ., Philadelphia. (M-25) Serious and humorous articles, storyettes up to 1500, men's interests, athletics. Harold L. McClinton. 11/2 to 31/2c, Acc.

People's Home Journal, 80 Lafayette St., New York. (M.10) Feature, personality, current interest articles 3500, short-stories up to 7000, novelettes 15,000 to 25,000, serials up to 60,000, inspirational editorials, verse. Mary B. Charlton, mng. and fiction ed. Good rates, Acc.

People's Popular Monthly, 801 2d St., Des Moines, Iowa. (M.5) Love, rural, Western, woman-appeal short-stories 5000, novelettes 10,000, serials 60,000 to 80,000, articles 500, fact items and fillers 50 to 200, jokes. Ruth Elaine Wilson.

Pictorial Review, 222 W. 39th St., New York. (M-10) Articles of interest to women 2500 to 3500; action, drama, problem short-stories, novelettes, serials, verse. Arthur T. Vance. First-class rates, Acc.

Plain Talk, 381 4th Ave., New York. (M-35) Comment, reviews, articles, essays, verse, short-stories, sketches, attacks on fallacies, censorship, drastic legislation. G. D. Eaton, Burton Rascoe. Ic up, Acc.

Popular Magazine, 79th 7th Ave., New York. (2M-20) Romantic, adventure, mystery, humor, business, Western short-stories 5000 to 9000, novelettes 40,000, serials 70,000 up; masculine appeal. Good rates, Acc.

Puzzler Magazine, M. P. Gould Co., 454 4th Ave., New York. (M) Mystery, clean-love, inspirational short-stories, 1000. Edna Mayo. 2c, Acc.

Ranch Romances, 80 Lafayette St., New York. (2-M-20) Western love short-stories 3000 to 7000, novelettes 30,000 to 35,000, serials 40,000 to 60,000, verse, fact items. Bina Flynn. 2c up, verse 25c, Acc.
Railroad, 101 W. 31st St., New York. (M) Railroad short-stories 3000 to 10,000. Success, human-interest, railroad development articles 3000 to 5000; verse, miscellany. Thrilling experiences 1000 to 2000. Will Hayes. 2c to 10c, Acc.

Rangeland Love Stories, 80 Lafayette St., New York. (M-20) Western love short-stories 3500 to 6000, novelettes 30,000 to 35,000, serials 35,000 to 75,000. W. M. Clayton; Miss F. L. Ellsworth. 2c up, Acc.

Real Detective Tales, 1050 N. LaSalle St., Chicago. (M-25) Mystery, crime and detective short-stories 1000 to 10,000, novelettes, 10,000 to 20,000, detective, police, crime articles 1500 to 3000. Edwin Baird. 1c up, Acc.

Red Book Magazine, 230 Park Ave., New York. (M-25) Short-stories, serials, interpretative feature articles. Edwin Balmer; Donald Kennicott, Arthur McKeogh, associates. First-class rates, Acc.

Review of Reviews, 55 5th Ave., New York. (M-35). Articles on politics, economics, national and social problems, travel; short summaries of foreign articles. Albert Shaw. 2c up, Acc.

Romance, 223 Spring St., New York. (M-25) Sex, youth, and love short-stories 3000 to 10,000, novelettes 15,000 to 30,000, complete novels, serials 30,000 up. Records of glowing loves. Verse. 2c up, Acc.

Rotarian, The, 211 W. Wacker Drive, Chicago. (M-25) Comment, human-interest articles, essays, short-stories 2000 to 4000, verse. Vivian Carter. First-class rates, Acc.

Saturday Evening Post, The, Independence Sq., Philadelphia. (W-5) Articles on timely topics 5000 to 7500, shortstories 6000 to 12,000, serials up to 100,000, humorous verse, skits. Geo. Horace Lorimer. First-class rates, Acc.

Scribner's Magazine, 597 5th Ave., New York. (M-35) Articles, essays, short-stories, serials, verse; high literary standard. Robert Bridges. Good rates, Acc.

Sea Stories Magazine, 79 7th Ave., New York. (M-25) Sea short-stories 3000 to 10,000, novelettes up to 25,000, articles 4000 to 6000, miscellany. Lawrence Lee. 1c, Acc.

Short Stories, Garden City, New York. (2M-25) Outdoor adventure, mystery, air, sea, war short-stories 4000 to 10,000, novelettes 15,000 to 40,000, serials 50,000 to 100,000, outdoor filers 50 to 500, outdoor verse. Roy de S. Horn; Dorothy McIlwraith, associate. Good rates, verse 25c line; fillers 1c, Acc.

Sky Riders, 100 5th Ave., New York. (M-20) Thrilling air short-stories 3000 to 10,000, novelettes 10,000 to 40,000. Harry Steeger. 1½c up, Acc.

Smart Set, 221 W. 57th St., New York. (M-25) Articles of interest to young women 1500 to 2500; clean, human-interest short-stories, love interest, 3500 to 5000, 3-part stories, serials of young love, everyday problems, or mystery 35,000 to 45,000. Margaret E. Sangster. Good rates, Acc.

Smokehouse Monthly, Robbinsdale, Minn. (M-25) Humorous jokes, epigrams, cartoons, ballads. W. H. Faw-cett; A. F. Lockhart, associate. Liberal rates, Acc.

Soldier Stories, 271 Madison Ave., New York. (2-M-20) Thrilling war short-stories, novelettes, serials. Jack Kelly. le up, Acc.

Sport Story Magazine, 79 7th Ave., New York. (2M-15) Athletic, sport short-stories with competitive thrill 3000 to 8000, novelettes up to 10,000. Lawrence Lee. 1c up, Acc.

Spur, The, 425 5th Ave., New York (2M-50) Sport, travel, art miscellany, personalities, limited market for humor and verse, on class subjects. H. S. Adams. Good

Stage Stories, 100 5th Ave., New York. Glamorous short-stories of the stage 4000 to 7000, novelettes 10,000 to 15,000, serials 40,000 to 60,000. Clifford Dowdy. 1 to 2c, Acc.

Sweetheart Stories, 100 5th Ave., New York. (2M-15) Love short-stories 3000 to 6000, novelettes 10,000, serials 35,000 to 50,000, verse 4 to 16 lines. Wanda von Kettler. 1c to

Tales of Danger and Daring, 1926 Broadway, New York, (M) Adventure, Western, air, detective, mystery, war short-stories 5000 to 10,000, serials 75,000 to 100,000. Joseph Cox. 2c, Acc.

Three Star Stories, 80 Lafayette, New York. (2M-15) War, air-war, sea novelettes 20,000 to 25,000. W. M. Clayton, David Redstone. 2c up, Acc.

Top-Notch Magazine, 79 7th Ave., New York. (2M-15) Adventure, Western, sport, mystery, humorous short-stories 1500 to 8000, novelettes 10,000 to 15,000, novels 25,000 to 35,000, serials up to 70,000; verse up to 32 lines, "short" short-stories 900. George Briggs Jenkins. Good rates, Acc.

Triple-X Magazine, Robbinsdale, Minn. (M-25) Western, war, air, North, tropic adventure, sports short-stories 3000 to 9000. Western, war, air novelettes 10,000 to 15,000; Western serials 45,000 to 60,000; Western ballads up to 32 lines. Roscoe Fawcett, Jack Smalley. 2 to 10c, verse 25c lines. Acc.

True Confessions, Robbinsdale, Minn. (M-25) First-person, confessional short-stories up to 5000, serials up to 15,000; articles on sex and social problems. Roscoe Fawcett, Hazel Berge, 2c, verse 25c line, Acc.

True Detective Mysteries, 1926 Broadway, New York. (M-25) True fact stories of crime, preferably with actual photos. John Shuttleworth. 2c, Acc.

True Experiences, 1926 Broadway, New York. (M-25) First-person love, romantic short-stories 5000, serials 25,000 to 50,000. Eleanor Minne. 2c, Acc.

True Romances, 1926 Broadway, New York. (M-25) First person short-stories 1000 to 8000 based on truth; truestory serials 30,000 to 60,000. Lyon Mearson. 2c, Acc.

True Story Magazine, 1926 Broadway, New York. (M.-25) True, confessional, first-person short-stories 5000, serials 25,000 to 50,000, jokes. L. M. Hainer. 2c, Acc.; jokes

True Strange Stories, 1926 Broadway, New York. (M) Veird, bizarre, odd fiction, first-person preferred. Harold Weird, bizarre, ode S. Corbin, 2c, Acc.

Vanity Fair, Lexington at 43d, New York. (M-35) Sophisticated articles, essays on modern life, 1800. F. W. Crowninshield. \$90 up, Acc.

Vogue, Lexington at 43d, New York. (2M-35) Limited market for articles on smart women's interests. Edna W. Chase. 1c up, Acc.

War Birds, 100 5th Ave., New York. (M-20) Fast-action short-stories of air, war background, 2500 to 10,000, novelettes 10,000 to 40,000. Eugene A. Clancy. 2c up, Acc. War Novels, 100 5th Ave., New York. (M-20) War short-stories 2500 to 10,000, novels up to 40,000. Eugene Clancy.

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War Stories, 100 5th Ave., New York. (2M-20) War short-stories 2500 to 10,000, novelettes 10,000 to 40,000. Eugene A. Clancy, 2c up, Acc.

West, Garden City, New York. (2M-20) Western and Northwestern "he-man" short-stories up to 12,000, novelettes 12,000 to 45,000, serials 50,000 to 75,000, fact articles up to 700, Western jokes, verse up to 20 lines. Roy de S. Horn. Good rates, Acc.

Western Story Magazine, 79 7th Ave., New York. (W-15) Outdoor life in West, Alaska, and Mexico, short-stories 1500 to 6000, novelettes 10,000 to 30,000, serials 36,000 to 80,000; short articles 300 to 2500; verse. F. E. Blackwell; D. C. Hubbard, associate 2c up, Acc.

Whiz Bang, Robbinsdale, Minn. (M-25) Jokes, epigrams, humorous rural editorials, snappy verse 4 to 80 lines. W. H. Fawcett; A. F. Lockhart, associate. \$1 to \$5 for jokes, \$2 to \$20 for poems, Acc.

General periodicals which ordinarily pay less than 1 cent a word, or pay on publication, or which are chronically over-stocked, or which offer a very limited market, or concerning which no definite information has been obtainable.

Air Wonder Stories, 96 Park Place, New York. (M) Scientific aviation fiction of the future; short-stories 5000 to 10,606; serials up to 90,000. H. Gernsback. ½c to ½c,

Alhambra, 1 E. 42d St., New York. (M-25) Travel articles on Spain, Latin-America, 4000 (photos); essays on Spanish literature, art, etc., 3000; short-stories, Spanish or Latin-American background 2000 to 5000. A. Flores. 34c to 5c, Pub.

Amazing Stories, 381 4th Ave., New York. (M-25, a Q) Scientific short-stories, novelettes, serials. ½c, Pub.

American Cookery, 221 Columbus Ave., Boston 17. (M) Short articles on domestic science, illustrated articles 500 with 6 to 10 photos, for housekeepers; short-stories. Ind., Acc.

American Hebrew, 71 W. 47th St., New York. (W-15) Articles on outstanding Jewish personalities, short-stories of American Jewish life, occasional novelettes, serials. Isaac Landman. ½c up, photos \$1 up, Pub.

American Monthly and Germanic Review, The, 93 5th Ave., New York. (M-25) Articles on international policies 2000 to 4000. D. Maier. Ind.

American Poetry Magazine, 358 Western Ave., Wauwatosa, Wis. (M-35) Verse. Clara Catherine Prince. Payment only in prizes. (Overstocked)

American Weekly, The, 92 Gold St., New York. (W) Hearst newspaper feature section. Topical feature articles, illustrated. Serials usually by contract. Merrill Goddard.

Association Men, 347 Madison Ave., New York. (M-20) Y. M. C. A. interests; general articles, personality sketches 2500 to 3500. F. G. Weaver, 1c up, Pub.

Atlantica, 33 W. 70th St., New York. (M) Articles olitics, literature, books, arts, short-stories 2000. politics, literature, books, Filippo Sassola. Ind., Pub.

Babyhood, Marion, Ind. (M) Articles 1000 to 2000, simple short-stories for tiny tots, short juvenile poems. C. F. Shock. Ind., Pub.

B'nai B'rith, 9 W. 4th St., Cincinnati, Ohio. Jewish articles, short-stories 2500 to 4000, jokes, skits, anecdotes. Alfred M. Cohen, Boris D. Begen. 1c, jokes \$2, photos \$3, Pub.

Bridge, 19 W. 44th St., New York. (M-25) Non-technical, human-appeal bridge articles, short-stories, serials, verse, 1-appeal bridge articles, short-stories, serials, verse, skits, anecdotes, miscellany. Van Vechten Hostetter. jokes, skit.

Broadway Nights, 120 W. 42d St., New York. (M) Short fiction, cabaret, type. Buying no outside material.

Business Woman, The, 366 Adelaide St., W. Toronto, 2, Ont. (W-25) 1500-word articles on women's successes, business problems, bright sketches, skits (no fiction). Byrne Hope Sanders. 1c, Pub.

Canadian Home Journal, 71 Richmond St., W. Toronto, Ont. (M-10) Short-stories 3000. Housekeeping and juvenile interest articles 1500. Low rates, Pub.

Wide World Adventures, 80 Lafayette St., New York (M-20) Adventure short-stories up to 8000, novelettes up to 15,000, novels up to 35,000, 3 or 4-part serials, thrilling air experience stories. W. M. Clayton; Harry Bates. 2c

Wild West Stories and Complete Novel Magazine, 381 h Ave., New York. (M-25) Western novels 60,000 to 0,000. B. A. McKinnon, Jr. 1c, Acc.

Wild West Weekly, 79 7th Ave., New York. (W-10) ypical "Wild West" short-stories 3000 to 6000, novelettes 0,000 to 15,000; youthful but not juvenile. Ronald Oji. phant. 1c, Acc.

Wings, 271 Madison Ave., New York. (M-20) Aviation short-stories 4000 to 6000, novelettes 10,000 to 12,000, serials 40,000 to 60,000; complete novels up to 25,000. J. B. Kelly.

Woman's Home Companion, 250 Park Ave., New York (M-10) Woman's and household interests. Articles, shortstories 2500 to 6000, serials up to 70,000. Gertrude B. Lane; Maxwell Aley, fiction Ed. First-class rates, Acc.

Woman's World, 4223 W. Lake St., Chicago. (M-10) Articles on woman's interests; adventure, mystery, ro-mantic short-stories 2500 to 5500, serials 40,000 to 50,000, short verse. Walter W. Manning. Good rates, Acc.

World's Work, 244 Madison Ave., New York. (M-35) Authoritative articles on world events up to 4000, short items of general information, national subjects. Russel Doubleday. Good rates, Acc.

Young's Magazine, 709 6th Ave., New York. (M-20) Sex short-stories, novelettes, 2000 to 20,000. Cashel Pomeroy. 1c, Acc.

Character Reading, 435 N. Michigan Ave., Chicago. (Q-25) Articles on character development and analysis. Edna Purdy Walsh. Low rates, Pub.

Chatelaine, The, 143 University Ave., Toronto, Ont., Canada. (M) Articles of Canadian woman interest up to 2000, short-stories 3500, 2 to 4-part serials. Anne Elizabeth Wilson. Ind., Acc.

Chicagoan, The, 407 S. Dearborn St., Chicago. (2M-15) criticles of interest to sophisticated Chicagoans up to 1000. Martin J. Quigley. Good rates., Pub. Articles

Chicago Daily News, The, 15 N. Wells St., Chicago. (D-3) Short short-stories, 1000 to 2000. Storiettes with woman interest, 800; humorous verse, jokes, fillers. James A. Sanaker, feature Ed. le up, Pub.

Christian Science Monitor, Boston. (D-5) Sketches,

Christian Science Monitor, Boston. (D-5) Sketches, essays, articles, verse, miscellany. About 50c inch, verse 35c to 50c line, Pub.

Circus Scrap Book, The, 41 Woodlawn Ave., Jersey City, N. J. Circus history, lives of circus performers, scrap books, clippings, news items. Ind.

Clippings, 308 W. Washington St., Chicago. (M) Largely clipped material. Humorous verse 5 to 25 lines, humorous miscellany 200 to 500. 1c, Pub.

Club Fellow, 342 Madison Ave., New York. (W-25) Social articles 1000, short-stories, novelettes, serials, jokes, skits, anecdotes. H. Gordon Duval. Ind.

Contemporary Verse, 107 S. Mansfield Ave., Margate, Atlantic City, N. J. (M-25) Verse, criticism. Benjamin Musser, Lucia Trent, Ralph Cheyney. No payment.

Current History Magazine, 1708 Times Bldg., New York. (M-25) Non-partisan, historical articles 1500 to 3500. George W. Ochs Oakes. 1c to 10c, Acc. and Pub.

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Debunker, The, Girard, Kans. (M-20) "Debunking" articles up to 3000. E. Haldeman-Julius. Low rates, Acc. Dragnet, The, 67 W. 44th St., N. Y., (M-20) Detective short-stories, novelettes, serials 60,000; crime and detective fillers. Up to Ic, Pub. (Slow.)

Drama, The, 59 E. Van Buren St., Chicago. (M-50) Theatrical articles 1000 to 3000, one-act plays. Theodore B. Hinckley. No payment.

Eagle Magazine, The, Deane Bldg., South Bend, Ind. (M-5) Not buying material. Frank E. Hering.

Everyday Hostess, The, P. O. Box 834, Detroit, Mich. M. Commercial ice cream articles for housewives, short-ories 400 to 1500, verse, jokes. F. W. Leesemann. Ic, stories 400 to 1500, verse, jokes. verse 25c, photos 75c to \$3, Acc.

Everyday Life, 337 W. Madison Ave., Chicago. (M) Love mystery, humorous short-stories 1500 to 2500. A. E. Swett. Up to ½c, Acc. or Pub.

Family Herald and Weekly Star, St. James St., Montreal, Quebec, Canada. (W-5) Short-stories. C. Gordonsmith. \$4 column, Pub.

Flying Aces, 67 W. 44th St., New York (M-20) Air and air-war short-stories, novelettes 10,000 to 25,000, serials (0,000; 500-word fact items. 1c up, Pub. (Slow.)

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Gentlewoman, 615 W. 43d St., New York. (M-5) Love and action short-stories small-town home-woman appeal, up to 5000. Marion White. ½c, Pub.

Ginger Stories, 120 W. 42d St., New York. (M) Spicy stories. Inc.

Golden Book, The, 55 5th Ave., New York. (M-25) Principally reprints. Edith O'Dell. Good rates, Acc.

Golden West Magazine, 67 W. 44th St., New York.

(M-20) Western short-stories, novelettes. Up to 1c, Pub.

Good Stories, Augusta, Maine. (M-5) Short-stories, miscellany. Low rates, Pub.

Good Story Pub. Co., 25 W. 43d St., New York. Launching string of fiction magazines using Western, crook, underworld, flying stories, all lengths; detective novelettes and serials. Harold Hersey. About Ic, Pub.

Greenwich Village Quill, 19 Stuyvesant St., New York. (M.25) Poetry, literary articles, short-stories up to 2000. Henry Harrison. No payment.

Grit, Williamsport, Pa. (W-5) Short-stories (largely syndicate material), small-town appeal, 1500 to 3000. Frederick E. Manson. \$5 to \$10 column.

Hartford Weekly Guide, P. O. Box 428, Hartford, Conn. (V) Short-stories 200 to 300; jokes, cartoons. Howard Stevens. Ind.

Home Circle Magazine, 53 Kenyon Bldg., Louisville, Ky. (M-5) Country, love, domestic short-stories up to 500. Low rates, Pub.

Home Digest, 2994 E. Grand Blvd., Detroit. (M) Family and household interests, food articles up to 1800. Leslie C. Allman. 2c up, Pub.

Home Friend Magazine, 1411 Wyandotte St., Kansas City. (M-5) Household miscellany up to 250, romantic, action short-stories 5000, jokes, verse. E. A. Weishaar. 16c to 1c. Acc.

Household Guest, 323 S. Peoria St., Chicago. (M-5) Household articles on home interests, short-stories (usually reprints), departments. Mary H. McGovern. Low

Household Journal, Batavia, Ill. (M-5) Household articles, short-stories. \$5 a story, Pub.

Houston Gargoyle, The, 1411 Walker St., Houston, Texas. (W-15) Sophisticated articles, timely essays, skits, occasional short-stories, smart verse. Allen V. Peden. 11/2c, verse 2c, Pub.

Ilustrated Home Sewing Magazine, 55 W. 42d St., New York. (M-10) Illustrated needlework articles. Reprint rights. Ruth W. Spears. Ind., Acc.
Interludes, 2917 Erdman Ave., Baltimore, Md. (Q) Brief short-stories, essays, poetry. Wiliam James Price. Payment only in prizes.

JAPM: The Poetry Weekly, 107 S. Mansfield Ave., Margate, Atlantic City, N. J. (W-6) Verse. Benjamin Musser. No payment.

Jewish Tribune, The, 570 7th Ave., New York. (W-15) Articles of Jewish interest, personality stories, 1500 to 2000, short-stories 2000 to 2500, verse up to 25 lines, photos. David N. Mosessohn. ½c to ¾c, Pub.

Judge, 18 E. 48th St., New York. (W-15) Jokes, epigrams, humorous short-stories, articles up to 300, verse, drawings. Jack Shuttleworth. 5 to 6c, jokes and paragraphs 3 to \$5, drawings \$10 to \$75, cartoon and humorous ideas \$5 to \$15, Pub.

Justice, 3 W. 16th St., New York. (M-free) Articles on labor problems. Max Danish. 1c, Pub.

Kaleidoscope, The, a national magazine of poetry, 702 N. Vernon St., Dallas, Tex. (M-15) Verse, book notices. Whitney Montgomery, Vaida Stewart Montgomery. Payment in minimum of the control of the cont ment in prizes.

Kiwanis Magazine, 164 W. Jackson Blvd., Chicago. (M) Kiwanis club news, articles. Charles Reynolds. Ind.

Lion, The, 350 McCormick Bldg., Chicago. (M) Not in market. Charles Lee Bryson.
Live and Learn, 488 Main St., Hartford, Conn. (M) Short-stories, health and general articles. Dr. Louis Blumer. 1/4 to 1c, Pub.

Living Age, The, 280 Broadway, New York. (M-35)
Articles on travel, world affairs, translations, photos.
John Bakeless. Ind., Acc.
Loving Hearts, 67 W. 44th St., New York. (M-20) Love
short-stories, serials Up to 1c, Pub. (Slow.)

Master Detective, The, 1926 Broadway, New York. True detective and crime stories, illustrated by photos. Inc. Mayfair, 143 University Ave., Toronto, Ont. (M-25) Society, Isashion, sport articles, Canadian interest. J. Hubert Hodgins. 1c, Pub.

Menorah Journal, The, 63 Fifth Ave., New York. (M-50) Jewish short-stories, one-act plays, essays. Henry Hur-witz, 2c up, Pub.

Modes and Manners, 222 W. Superior St., Chicago. (M) All material staff-written. Helen Royce.

Mother's Home Life, 315 S. Peoria St., Chicago. (M-10) Short-stories 2000, household articles 1000, miscellany. Mary H. McGovern. ¼c up, Acc.

Mothers' Journal, The, 55 W. 42d St., New York. (M-15) Helpful articles on child care 200 to 800, poems. Ind., Pub. Movie Novel, 120 W. 20th St., New York. Novelizations of screen plays. No original material.

Nation, The, 20 Vesey St., New York. (W-15) Reviews, comment, news features 1800, verse. Oswald G. Villard.

National Magazine, 952 Dorchester Ave., Boston. (M-25) Personality sketches, reviews, short-stories. Limited mar-ket. Joe Mitchell Chapple. Ind., Pub.

New Orient, The, 12 5th Ave., New York. (M) Articles on the Orient and Far East. Syud Hossain. No payment. New Republic, The, 421 W. 21st St., New York. (W-15) Articles on current social, political, economic questions, sketches of American life 2000, exceptional verse. 2c, Pub.

Nomad, The, 150 Lafayette St., New York. (M-35) Illustrated first-person travel articles 1000 to 2500, adventure, travel short-stories 1500 to 2500. Wirt W. Barnitz. lc to 2c, Pub.

North American Review, 9 E. 37th St., New York. (M-40) Clever, authoritative informative articles 2500, unstereotyped short-stories, occasional verse. K. W. Payne. Ind., Pub. Humor not paid for.

Occult Digest, The, 1900 N. Clark St., Chicago. (M-25) Occult fact and fiction. Effa E. Danelson. No payment. Opportunity, A Journal of Negro Life, 17 Madison Ave., New York. (M) Short-stories, scientific, sociological articles, poetry, negro life and problems. Elmer Anderson Carter. No payment.

Our Dumb Animals, 180 Longwood Ave., Boston. (M-10) Short-stories, animal welfare articles up to 800, verse up to 24 lines, miscellany. Guy Richardson. ½c up, verse \$1, \$2 up, Acc.

Overland Monthly, Phelen Bldg., San Francisco. Articles of Western interest, short-stories, verse. No pay-

Parade, 150 W. 46th St., New York. (M) Popular music, theatrical, radio, motion picture, art articles up to 1500, jokes, poetry, cartoons. Robert Faber. 1c, Pub.

Paris Nights, 1008 W. York St., Philadelphia. (M-25) Gay short-stories, Parisian background, 1500 to 3000, articles about gayer side of Paris, verse up to 16 lines, jokes. H. A. Shade. ½c, verse 15c line, jokes 50c, paragraphs

Pathfinder, The, Washington, D. C. Not in the market. Pep Stories, 120 W. 42d St., New York. (M-25) Risque, youthful, love short-stories 2000 to 4000, 2 or 3-part stories, installments of 4000. Natalie Messenger. 1½c, light verse, 25c line, Pub.

Poet Lore, 100 Charles St., Boston. (Q.\$2) Literary articles, verse, translated and original drama. Ruth Hill. No payment.

Poetry: A Magazine of Verse, 232 E. Erie St., Chicago. (M) Verse. Harriet Monroe. \$6 page, Pub.

Prize Story Magazine, 33 W. 60th St., New York. (M-25) Short-stories of human interest, dramatic situations, 4000 to 10,000, serials 20,000 to 50,000. J. W. D. Grant. Good rates, Ind. (Slow.)

Psychology, 17 W. 60th St., New York. (M-25) Applied psychology, inspirational, success articles up to 3000, short stories, verse. 1c, Pub.

Public Affairs, 1336 New York Ave., Washington, D. C. (M-15) Economic articles. Ira Nelson Morris, Ind.

Real Story Book, 120 W. 42d St., New York (M) Shortstories. Inc.

Reflex, 8 S. Dearborn St., Chicago. (M) Sociological, literary, critical articles, essays; short-stories, novelettes, verse, Jewish interests. Dr. S. M. Melamed. 1c to 2c, Pub.

Saturday Review of Literature, 25 W. 45th St., New York. (W-10) Book reviews, literary essays, verse. Limited market. Henry Seidel Canby. 1c up, \$10 up for poems, Pub.

Say It With Flowers, P. O. Box 834, Detroit, Mich. (M) Articles 400 to 1500 on uses of flowers as gifts, messengers of feeling (no garden or funeral items), verse up to 30 lines, miscellany. F. W. Leesemann. 1c, Acc.

Screen Book, The, 225 Varick St., New York. (M) Novelizations of screen plays, staff written. B. A.

Screen Romances, 100 5th Ave., New York. (M-25) Fictionized screen plays; no original material. May Ninomiya.

Science Wonder Stories, 96 Park Place, New York. (M) Scientific and pseudo-scientific short-stories, serials. H. Gernsback. ¼ to ½c, Pub.

Sky Birds, 67 W. 44th St., New York. (M-20) Aviation short-stories, novelettes, serials. Ic up, Pub. (Slow.)

Society News, Planters Bldg., St. Louis, Mo. Short-stories 2500, society theme; articles of interest to estate owners, jokes, poems. J. G. Hartwig. 1c, Pub.

Southern Aviator, 309 Milam Bldg., San Antonio, Tex. adventure short-stories, articles up to 3000, jokes. Horace T. Chilton. Up to 1c, jokes \$1, aero news, jokes. Horace news ½c, photos \$2, Pub.

Spicy Stories, 120 W. 42d St., New York. (M) Sexy short-stories 2000 to 3000, 2 or 3-part serials 2500 each installment, peppy verse 3 or 4 stanzas. Natalie Messengger, 1½c, Pub.

Stars and Stripes, The, Washington, D. C. (Mcles on soldiers' interests. Generally overstocked. (M) Arti-

Survey Graphic, The, 112 E. 19th St., New York. (2M-25) Educational articles 3000 to 4000. Paul U. Kellogg. \$10 page, Pub.

10 Story Book, 527 S. Clark St., Chicago. (M-25) Iconoclastic, frank, sex short-stories, satires, odd stories, playlets. Harry Stephen Keeler. \$6 a story, Pub.

Texas Pioneer, San Antonio, Tex. (M) Articles on the old and new Southwest up to 2500, short-stories up to 3000. D. J. Wooding. Ind., Acc.

Town and Country, 572 Madison Ave., New York. (2M-50) Verse 4 to 6 lines. Limited market. H. J. Wigham. 25c line, Acc.

Town Topics, 2 W. 45th St., New York. (W-25) Short-stories not over 1500, verse up to 24 lines, jokes, miscellany of social flavor. A. R. Keller. 1c up, Pub.

Travel, 7 W. 16th St., New York. (M-35) Illustrated, interpretative travel articles, 1500 to 5000. Coburn Gilman. 1c, \$1 per photo, Pub.

Two-Gun Western Stories, 537 S. Dearborn St., Chicago. (M-25) Western short-stories up to 10,000. Samuel Bierman, 1/2 to 1c, Acc.

Underworld, 67 W. 44th St., New York. (M-20) Mystery and detective short-stories. Up to 1c, Pub. (Slow.)

U. S. Air Services, 406 Star Bldg., Washington, D. C. (M-30) Technical, human-interest aviation articles up to 3500, short-stories, verse. E. N. Findley. 1c. Pub.

Weird Tales, 840 N. Michigan Ave., Chicago. (M.25) Supernatural, bizarre, weird, pseudo-scientific short-stories up to 5000, novelettes up to 15,000, serials up to 40,000, verse up to 35 lines. Farnsworth Wright. 34c up

Western Home Monthly, Bannatyne and Dagmar $S_{18_{\rm o}}$ Winnipeg, Man., Canada. Articles, short-stories 1500 to 4000. Fair rates, Pub.

Western Trails, 67 W. 44th St., New York. (M.20) Vestern short-stories, novelettes, serials up to 75,000 Western 1c up, Pub. (Slow.)

Woman Athletic, The, 820 Tower Court, Chicago. (M-35) Smart short-stories up to 5000, articles interesting to women 1000 to 3000, verse. Miss Beth Goode. $\frac{1}{2}$ to 1, Puh

Woman's Journal, The, 171 Madison Ave., New York (M) Short-stories of women's interests 1000 to 2500. le u,

World Tomorrow, The, 52 Vanderbilt Ave., New York (M-25) Social, political, economic, religious essays, verse. Kirby Page. No payment.

World's Greatest Stories, 1926 Broadway, New York (M) Reprints only. No market for original fiction.

World Traveler, 247 Park Ave., New York. (M-35) Illustrated travel articles 2500. E. M. Reiber. Up to \$40 each

World Unity, 4 E. 12th St., New York. (M-35) Philosophy, religion, ethics. Staff written. Horace Holley.

Yale Review, Yale Station, New Haven, Conn. (Q.41) Comment, reviews; political, literary, scientific art articles 5000 to 6000. Wilbur Cross. Good rates, Pub.

LIST C

Trade, technical, religious, agricultural, business, educational and other class publications.

AGRICULTURAL, FARMING, LIVESTOCK

American Farming, 537 S. Dearborn St., Chicago. (M) Practical farm and farm home articles 250, human-interest short-stories with farm-life angle 900, serials 6000, farm and seasonal verse, farm ideas, home hints. Estes P. Taylor. Up to 1c, Pub.

Breeders' Gazette, 817 Exchange Ave., Chicago. (M) Articles on livestock industry. Samuel R. Guard. \$5 col.,

Bureau Farmer, The, 58 E. Washington St., Chicago. (M) Official publication American Farm Bureau Federation. Illustrated articles on economic phases of agriculture, community welfare 1200 to 1500, news of farm people, innovations. Might use suitable fiction. H. R. Kibbler. 1 to 4, Acc.

Canadian Countryman, 178 Richmond St., W., Toronto. Agricultural articles, short-stories. 1/2c, Pub.

Capper Farm Press, 8th and Jackson Sts., Topeka, Kan. (W. and M.) Agricultural articles; home page miscellany. ½c to 1c, Acc.

Country Gentleman, The, Independence Sq., Philadelphia. (M-5) Articles of interest to farmers and farm women, short-stories, serials, humorous sketches, jokes, household articles. Miscellany for boys' and girls depts. Philip S. Rose. First-class rates, Acc.

Dairy Farmer, The, Meredith Publishing Co., Des Moines, Ia. (M-5) Farm miscellany. 1c up, Acc.

Farm and Fireside, 250 Park Ave., New York. (M-5) Farm human-interest articles 1500, short fiction, photos. (Limited market; write first.) George Martin. 2c up, Acc.

Farm and Ranch, Dallas, Tex. (W-5) Agricultural, live-stock articles of the Southwest. Frank A. Briggs. 1/20 to 1c. Acc.

Farmer, 57 E. 10th St., St. Paul, Minn. (W) Agricultural articles, short-stories, serials of farm atmosphere.

Farm Journal, The, Washington Square, Philadelphia. (M-10) Agricultural, scenic, humorous articles 300 to 600 with photos, short-stories 1800 to 10,000, novelettes. Arthur H. Jenkins. First-class rates. Acc.

Farm Mechanics, 1827 Prairie Ave., Chicago. (M-10) Agricultural articles 100 to 400. W. A. Radford. ½c, Pub. Field Illustrated, 425 5th Ave., New York. (M-50) A cultural, stock-breeding, country estates articles. R. Hoffman. 1c, Pub. AgriHoard's Dairyman, Fort Atkinson, Wis. (2M) Dairyin interests. W. D. Hoard. Low rates, Pub.

Iowa Farmer and Corn Belt Farmer, Des Moines, la (2M) Agricultural miscellany. Inc.

Michigan Business Farmer, Mount Clemens, Mich. (Bi W) Articles 1000 to 2000 on successful farming; occasioni serials, short-stories. Milon Grinnell. ½c, Pub.

Ohio Farmer, 1013 Rockwell Ave., Cleveland, O. (W) Ohio agricultural articles. Walter H. Lloyd. Ind., Pub Cover photos, \$5 to \$10.

Poultry Breeders Pub. Co., Waverly, Ia. (Rhode land Red Journal, Plymouth Rock Monthly, Leghon Vorld, Wyandotte Herald.) Poultry articles 1000 to 1200

World, Wyandotte rieralu, Jones, Low rates, Pub.

Poultry Tribune, Mt. Morris, Ill. (M-15) Illustrated poultry articles 1200. O. A. Hanke. Ic up, Pub.

Progressive Farmer and Farm Woman, Birmingham, Ala. (W-5) Farm miscellany. Inc.

Standard Poultry Journal, Pleasant Hill, Mo. (M) Illustrated poultry articles, success stories, 1500 to 2011 Limited market; send outline first. Orden C. Oechsli. U to 1c, Pub.

Wallace's Farmer, Des Moines, Ia. (W-5) Agriculturi articles, serials. H. A. Wallace. 1/2c to 1c. Photos \$1.50 Acc. and Pub.

ART, PHOTOGRAPHY

can Photography, 428 Newbury St., Boston Technical photography articles. F. R. Fraprit Fair rates, Pub.

Antiques, 683 Atlantic Ave., Boston. (M-50) Authoritative articles on antique collecting 1500 to 2000, Homes Eaton Keyes. 1½c, Pub.

Bulletin of Photography, 153 N. 7th St., Philadelphii (W-5) Articles of interest to professional photographer 500 to 1500. Frank V. Chambers. Ind., Acc.

Camera, The, 636 Franklin Sq., Philadelphia. Photography articles 500 to 1500. Frank V. Cl Ind., Acc.

International Studio, 572 Madison Ave., (M-75) Illustrated articles for art collectors, connoisseurs H. J. Whigham. \$40 to \$75 per article, Pub. (Overstocked)

Photo-Era Magazine, Wolfeboro, N. H. (M-25) Camera craft articles, photographic prize contests. A. H. Beardsley. ½c up, Pub.

AUTOMOBILE, AVIATION, BOATING, TRANSPORTATION, HIGHWAYS

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n. Illus. 0 each Aeronautics, 608 S. Dearborn St., Chicago. (M-25) Technical and semi-technical illustrated aviation articles 2500 to 4000. H. W. Mitchell. Ic, \$2 for photos, Acc.

Air Transportation, 1265 Broadway, New York. (W-20) Features on aviation activities, technical articles, photographs. Walter H. Sandt, Jr. ½c, Pub.

graphs. Walter H. Sandt, Jr. ½c, Pub.

American Aviator, Airplanes and Airports, 19 W. 60th St., New York. (M-25) Aviation articles, true air adventures, technical articles on airports, seaplanes, manufacturing and marketing planes. W. W. Hubbard. ¾ to 1c, photos \$1 to \$3, Pub.

American Motorist, Penn. Ave. at 17th St., Washington, D. C. (M-25) Touring, traffic, auto descriptive articles, semi-fiction 1500 to 1800, verse, fact items, fillers, news items 150 to 200. Ernest N. Smith; A. J. Montgomery, Mng. Ed. 2c to 5c, Pub. 5c to 10c for verse.

Aviation, 10th Ave. at 36th St., New York. (W-20) News, features on aviation activities, technical articles, photos. Edward P. Warner, Jr. Good rates, Acc.

Ford Dealer and Service Field, Montgomery Bldg., Milwaukee. (M-25) Ford trade articles. H. James Larkin. ½c to 1c, Acc.

Highway Magazine, Armco Culvert & Flume Manufacturers' Association, Middletown, Ohio. Technical good roads articles 800 to 1200. Anton Rosing. 1 to 2c, photos, post card size \$1, 6x8 or larger \$2, Acc.

Motor, 56th St. and 8th Ave., New York. (M-50) Practical articles on automobile business. Ray W. Sherman. Usually \$40 to \$60 per story, Acc.

Motorboat, 10 E. 39th St., New York. (2M-25) Actual cruise stories by boatmen, illustrated by photos, 500 to 5000, short-stories of motorboating or boats around 5000, humorous short-stories of boating interest, verse, boating appeal. C. F. Hodge. 30c inch, photos \$1.50, Pub.

Motor Life, 523 Plymouth Court, Chicago. (M-25) Motoring, vacation, roads, automobile articles 1500 to 2000. William B. Reedy. 1½c, Pub.
Rudder, The, 9 Murray St., New York. (M-35) Cruising, boating, navigation articles up to 3000. Wm. F. Crosby.

Transportation, 412 W. 6th St., Los Angeles, Cal. (M-25) Human-interest articles on transportation, humor. Limited market. Charles Dillon. 1c up, photos 50c up, Pub.

Water Motoring, Tribune Tower, Chicago. (M) Articles, feature stories, short-stories dealing with outboard motors, 1500; photos. Ewart H. Ross. 1c to 2c, Acc.

western Flying, 145 S. Spring St., Los Angeles. News of air ports, air transportation and flying activities of the Pacific West, features. R. Randall Irwin. 1c, Pub. Western Highways Builder, Union League Bldg., Los Angeles. (M-20) News of highway construction and developments along the Pacific Coast. Howard B. Rose. Good rates, Pub.

BUSINESS, ADVERTISING, SALESMANSHIP

Advertising and Selling, 9 E. 38th St., New York. (Bi-W) Business articles. F. C. Kendall. Up to 2c, Pub. American Mutual Magazine, 142 Berkeley St., Boston. (M.15) Business articles 1200 to 1400, editorials 200 to 400, short verse, jokes. Carl Stone Crummett. 1c to 5c, photos \$1 to \$5, Acc.

Bankers Monthly, 536 S. Clark St., Chicago. (M-50) Short technical articles from banker's standpoint, prefer-ably signed by banker. John Y. Beaty. 1c, Acc. \$1 for

Bankers Service Bulletin, The, 536 S. Clark St., Chicago. (M) Articles, interviews, on banking devices, operation. John Y. Beaty. Ic up, Acc.

Barron's, 44 Broad St., New York. (W-20) Authoritative articles on financial subjects 500 to 2500. C. W. Barron Laboratory articles.

ron, Ind., Acc.

Business Week, The, 10th Ave. at 36th St., New York. (W-15) News for the business man, not as it affects a specific business or industry, but as it bears on business

Coast Investor, 576 Sacramento St., San Francisco. (M) Western investments. George P. Edwards. 1 to 21/2c, Pub. Credit Monthly, 1 Park Ave., New York. (M-25) Articles on relations between credit managers and retail customers 1000. Rodman Gilder. 1½c up, Acc.

Extra Money, 510 N. Dearborn St., Chicago. (M) High-grade business, adventure fiction with extra-money angle; true stories of spare-time money-making, photos. Wm. Fleming French. 1½ to 5c, Acc.

Factory and Industrial Management, 520 N. Michigan Ave., Chicago. (M) Business miscellany. Inc.

Forbes Magazine, 120 5th Ave., New York. (2M) Business, financial articles 1500 to 3000, inspirational verse. B. C. Forbes. Ind., Pub.

Independent Salesman, 22 E. 12th St., Cincinnati, O. (M-10) Direct selling, experience articles 200 to 2500; verse. Melvin J. Wahl. ½c to 1c, Pub.

Independent Woman, The, 1819 Broadway, New York. (M-15) Articles on business, professional women's problems 1200 to 2000, humorous business verse 2 or 3 stanzas. Helen Havener. \$10 to \$35, verse \$5, Acc.

Industrial Engineering, 520 N. Michigan Ave., Chicago.
(M) Business, technical miscellany. Ind.

Management, 58 E. Washington St., Chicago. (M-25) Business articles for executives. H. P. Gould. 2c, Acc. Manufacturing Industries, 40 E. 49th St., New York. (M-50) Illustrated articles on manufacturing operations and methods signed by executives. L. P. Alford. \$10 page, Pub.

Nation's Business, The, 1615 H St., N. W., Washington, D. C. (M-35) Business articles, short-stories 2500; verse. Merle Thorpe. Good rates, Acc.

Opportunity, 750 N. Michigan Ave., Chicago. (M-10) Interviews with big business men with a selling angle; material to inspire, or advise, salesmen, with photos up to 3500. James R. Quirk. 1c for short material, 1½c to 2c for longer, Acc.

Postage and the Mailbag, 18 E. 18th St., New York. (M-25) Direct-mail advertising articles. John Howie Wright. Inc.

Wright. Inc.

Poster, The, 307 S. Green St., Chicago. (M-30) Outdoor advertising, business articles 1500 to 2000; photos. Burton Harrington. Ic to 10c, Acc.

Printer's Ink, 185 Madison Ave., New York. (W-10) (Also Printer's Ink Monthly-25.) Advertising and business articles. John Irving Romer; R. W. Palmer, Mng. Ed. Good rates. Pub. articles. John Ir. Good rates, Pub.

Sales Management and Advertisers' Weekly, 420 Lexington Ave., New York. (W-20) Articles on marketing, national scope, signed by executives. Raymond Bill. 1 to 3c, Pub.

Sales Tales, Mt. Morris, Ill. (M-15) Personality articles on successful salesmen, saleswomen 2500; short-stories with sales lessons or sales backgrounds 2500, 2 and 3-part serials 2500 words per installment, fact items 300 to 1500, jokes, skits, anecdotes with selling flavor. Sam Spalding 34c to 1c, occasionally higher, jokes 50c and \$1, Acc. or Pub.

Signs of the Times, P. O. Box 771, Cincinnati. (M-30) Outdoor, sign advertising articles 500 to 1500. E. Thomas Kelley. 30c to 50c per column inch, Pub.

Specialty Salesman, South Whitley, Ind. (M-25) Inspirational direct-selling articles, human-interest, inspirational short stories 2000 to 4000, serials. George F. Peabody.

System, 660 Cass St., Chicago. (M-25) Experience articles, profit-making ideas up to 3000, short-cut items 100 to 200. Norman C. Firth. 2c, Acc.

Trained Men, 1001 Wyoming Ave., Scranton, Pa. (Bi-M) Articles for executives on industrial problems, interviews 1000 to 2500. Correspondents. D. C. Vandercook. 1c up,

Western Advertising, 564 Market St., San Francisco. (M) Articles on advertising, emphasis on results, 300 to 3000. Douglas G. McPhee. 34c up, Pub.

BUILDING, ARCHITECTURE, LANDSCAPING, HOME DECORATING

American Home, The, Garden City, New York. (M-10) Practical articles on houses, gardens, decorating, equipment. Mrs. Ellen D. Wangner. 1½c, Acc.

Architect, 101 Park Ave., New York. (M-75) Architectural miscellany. Forbes Pub. Co., George S. Chappell.

Arts and Decoration, 578 Madison Ave., New York. (M-50) Art, home decoration, architecture, landscape gardening, music, literature, industrial art, excellent illustrations desired. Mary Fanton Roberts. 1c to 2c, Pub.

Better Homes and Gardens, 17th and Locust St., Des Moines, Ia. (M-10) Practical garden and home-making articles 1500. Elmer T. Peterson. Ic up, \$1 up for photos,

Canadian Homes and Gardens, 143 University Ave., Toronto, Ont., Canada. (M) Canadian home and garden articles 1500 to 2000, photos. J. H. Hodgins. 1c, Pub.

Country Homes, 312 W. Redwood St., Baltimore. (2M-35) Home decoration, architecture, building, landscape gardening, S. H. Powell, E. Canton. Ind., Pub.

Country Life, Garden City, New York. (M-50) Illustrated landscape gardening, sport, interior decorating, building, nature articles 2000 to 2500. R. T. Townsend, 1½c, Acc.

House and Garden, Lexington at 43d, New York. (M-35) Home decoration, landscape articles. Richardson Wright.

House Beautiful, 8 Arlington St., Boston. (M-35) Building, furnishing and gardening articles. Ethel B. Power. lc, Acc.

Keith's Beautiful Homes, 100 N. 7th St., Minneapolis. (M-25) Illustrated architectural, interior decoration, landscaping articles 300 to 1500. M. L. Keith. Ind., Pub.

Save the Surface Magazine, 18 E. 41st St., New York. (M) Illustrated articles for consumers on advantages of painting, varnishing 300 to 600, verse, fillers, jokes. Jane Stewart. 11/c to 21/2c, photos \$2.50 to \$3, Acc.

Sunset, 1045 Sansome St., San Francisco. (M-25) Home-making, garden articles, human interest articles of West-ern appeal up to 1800. Miss Lou F. Richardson, Miss Genevieve A. Callahan. Ic up, Acc.

Your Home, 1926 Broadway, New York. (M-25) Practical illustrated articles on home swnership, building, gardens. Prefers to be queried. Harry J. Walsh. 2c, Pub.

EDUCATIONAL

American School Board Journal, 129 Michigan St., Milwaukee. (M-35) School administrative articles 500 to 5000, occasional jokes, humorous verse along school lines. Wm. C. Bruce. ½c to 1c, Acc.

Child Welfare Magazine, 5517 Germantown Ave., mantown, Pa. (M-10) Educational articles up to verse. Mrs. A. H. Reeve. ½c, verse 10c line, Acc.

Industrial Arts Magazine, 129 Michigan St., Milwaukee, Wis. (M-25) Articles on vocational subjects up to 2000, editorials 150, news items on shop courses offered. John J. Metz. 1/2c, photos \$2, Acc.

National Kindergarten Association, 8 W. 40th St., New York. Articles on home education, problems of child training, 450 to 600. Florence J. Ovens. \$5 each, Acc.

Normal Instructor and Primary Plans, 514 Cutler Bldg., Rochester, New York. (M-25) Educational articles for elementary schools 1800, educational juvenile short-stories 1500, recitations, school plays. Good rates, Acc.

Primary Education—Popular Educator, 54 Clayton St., Dorchester St., Boston. Practical articles on elementary and processed in the process of the pr

Progressive Teacher, Morristown, Tenn. (M-25) Educational and administration articles up to 1500; plays, special-day material for schools. M. S. Adcock. \$1.50 page, Pub. (Slow.)

HEALTH, HYGIENE

Home Economist and the American Food Journal, 468 4th Ave., New York. (M-20) Educational articles on home economics for teachers 1500 to 2000. Jessie A. Knox. Buys very little. 1c, Pub.

Forecast, 6 E. 39th St., New York. (M-25) News features, interviews on food and health topics 1800 to 3500. Alberta M. Goudiss. 1c, Acc.

Hygeia, 535 N. Dearborn St., Chicago. (M-25) Health and medical articles. Dr. Morris Fishbein. 1c up, Pub.

Journal of the Outdoor Life, 370 7th Ave., New York. (M-25) Anti-tuberculosis articles. Philip P. Jacobs. Ind.

Physical Culture, 1926 Broadway, New York. (M-25) Articles on health hygiene, diet, exercise; short-stories, serials. H. A. Keller, 2c up, Acc.

Strength, 2741 N. Palethorp St., Philadelphia. (M-Health, hygiene, exercise, diet articles. Up to 1c, Pub.

Trained Nurse & Hospital Review, 468 4th Ave., New York. (M-35) Health and technical articles on nursing and hospital subjects 1500 to 3000. Meta Pennock. 1/3c to 1c, Pub.

MUSICAL

Etude, The, 1714 Chestnut St., Philadelphia. (M-25) Instructive, inspirational articles for music teachers and students 150 to 2000: jokes, skits, miscellany. James F. Cooke. \$5 column, Pub.

Harmony in the Home, P. O. Box 834, Detroit, Mich. (M) Articles on success in music, musical training 400 to 1400, verse up to 30 lines, miscellany. F. W. Leesemann. 1c, verse 25c line, photos \$1 to \$3, Acc. (Over-

Musical America, 240 W. 40th St., New York. (2-M-15) Music articles 1500 to 2000, jokes, skits, anecdotes. Inc.

Musical Quarterly, The, 3 E. 43d St., New York. (Q-75 Musical aesthetics, history articles. Carl Engel. \$4.5 Musical page, Pub.

Musician, 901 Steinway Bldg., New York. (M-25) Musical miscellany. Paul Kempf. ½c, Pub.

Singing and Playing, 113 W. 57th St., New York. (M-35) Provocative, practical articles on music, verse. Alfred Human. ½c, Pub.

RELIGIOUS

Adult Bible Class Monthly, 420 Plum St., Cincinnati, O. (M) Religious educational articles 800 to 1500, short verse. Henry H. Meyer. ½c up, verse \$2 to \$5, photos \$2.50 up, Acc.

Catholic World, 411 W. 59th St., New York. (M-40) Scientific, historical, literary, art articles, Catholic view. point, short-stories 2500 to 4500, verse. Rev. James M. point, short-stories 2500 to Gillis, C. S. P. Ind., Pub.

Christian Endeavor World, 41 Mt. Vernon St., Boston. (W-5) Articles of religious interest 500 to 800; Romantic, adventure, mystery, humorous short-stories 3000, serials 10 to 12 chapters 3000 each. Robert P. Anderson. ½c, photos \$1 to \$2. Acc.

Christian Herald, 419 4th Ave., New York. (W-5) Religious, sociological articles; short-stories 1000; serials, verse. Daniel A. Poling. A. L. Lawson, fiction ed. 1c to 2c; verse, 20c to 25c line, Acc.

Christian Standard, 8th and Cutter Sts., Cincinnati, 0. (W) Closed market.

Churchman, The, 2 W. 47th St., New York. (W-10) Liberal christianity articles, verse. Rev. Guy Emery Shipler, Litt. D. Ind., Pub.

Congregationalist, 14 Beacon St., Boston. (W-10) Religious articles, short-stories, verse. W. E. Gilroy, D.D. Fair rates, Pub. (Overstocked.)

High Road, The, M. E. Church So., 810 Broadway, Nashville, Tenn. (W) Family reading. Short-stories 2500 to 3500, serials 8 to 12 chapters, miscellany. ½c up, Acc.

Home Quarterly, 420 Plum St., Cincinnati, O. (Q-14) Religious adult educational articles 1200 to 1400; verse 200 to 400 words. Henry H. Meyer. ½c, Acc.

Living Church, The, 1901 Fond du Lac Ave., Milwaukee, (M) Short-stories on religious and social subjects, Episcopal viewpoint, verse. C. P. Morehouse. \$1.50 col., Acc. No payment for verse.

Lookout, The, Standard Pub. Co., 8th and Cutter Sts., Cincinnati. (W-5) Moral welfare articles, short-stories 1200 to 2000; serials 1200 to 1500 per chapter. Guy P. Leavitt. ½c, photos \$1.50 to \$5, Acc.

Magnificat, 435 Union St., Manchester, N. H. (M-25 Catholic articles, short-stories, serials, verse. Ind., Acc. Miraculous Medal, The, 100 E. Price St., Philadelphia. (M) Articles of Catholic interest, clever short-stories 1500 to 2000, photos. Lawrence Flick, Jr. Good rates, Acc.

Presbyterian Advance, The, 150 4th Ave., N., Nashville, Tenn. (W) Limited number of short-stories 800 to 2000. James E. Clarke, D.D., Ll.D. \$1 column, Acc.

Rays From the Rose Cross, Oceanside, Calif. (M) Religion, occulism, Rosicrucian doctrines, healing. Mrs. Max Heindel. No payment.

Standard Bible Tender.

Standard Bible Teacher, Box 5, Sta. N., Cincinnati, O. (Q) Biblical study articles 1500 to 2000. Edwin R. Errett. 1/2c, Acc.

Sunday School Times, 323 N. 13th St., Philadelphia. (W) Religious articles, verse. Charles G. Trumbull. 1/20 up, Acc.

Sunday School World, 1816 Chestnut St., Philadelphia. M-10) Articles for teachers, superintendents, the home. 1/2c, Acc.

Union Signal, The, Evanston, Ill. (W) Short-stories, short serials, on prohibition, law enforcement. Fair rates,

Unity, Weekly Unity and Youth, 917 Tracy Ave., Kansas City. (M) Christian metaphysical articles, short-stories, illustrations. 1 to 5c, verse 25c line up, Acc.

SCIENTIFIC, TECHNICAL, RADIO, MECHANICS

Broadcasting Magazine, 1182 Broadway, New York. (M) Non-technical illustrated radio articles, thumb-nail biographies, home economics matter, 100 to 2500; radio short-stories 2500 to 3000. Fillers ½c, stories and articles up to photos \$1, Acc.

Electricity on the Farm, 225 W. 34th St., New York (M-10) Actual experience stories, illustrated, on use of electricity on the farm, up to 1000. Fred Shepperd. 11/2c,

Illustrated Mechanics, 1411 Wyandotte St., Kansas City, Mo. (M-5) Illustrated popular scientific, homecraft articles, shop hints, new devices, 200 to 300. E. A. Weishaar. lc to 4c, photos \$1.50 to \$3, Acc.

tees, snop mints, new devices, 200 to 300. E. A. Weisnaar. Ic to 4c, photos \$1.50 to \$3, Acc.

Modern Mechanics and Inventions, Robbinsdale, Minn. (M-25) Mechanical, scientific articles up to 2000, fact items with photos. Roscoe Fawcett, Jack Smalley; Weston Farmer associate. Good rates, photos \$3 up, Acc. Nature Magazine, 1214 16th St., Washington, D. C. (M-25) Illustrated nature articles 1500 to 2000, no poetry. R. W. Westwood. \$5 to \$50, Acc. (Overstocked.)

Popular Mechanics, 200 E. Ontario St., Chicago. (M-25) Illustrated articles, scientific, mechanical, industrial, discoveries, human interest and adventure. L. K. Weber. Ic to 10c, \$3 up for photos, Acc.

Popular Radio and Television, 119 W. 57th St., New York. (M-25) Articles on inventions and applications of radio 50 to 6000. Ind., Pub. (Slow.)

Popular Science Monthly, 250 4th Ave., New York. (M-25) Illustrated articles on scientific non-technical, mechanical, labor-saving devices, discoveries, under 3000. Sumner Blossom. Ic up to 10c, \$3 up for photos, Acc.

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Radio Broadcast, Garden City, New York. (M-35) Articles written to order. Willis K. Wing. 2c, Pub. (Overstocked.)

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Radio Digest, 510 N. Dearborn St., Chicago. (Q-35) Radio personality articles, features. H. P. Brown. Ind.,

Science and Invention, 381 4th Ave., New York. (M-25) Scientific short-stories, serials. Illustrated articles on invention, popular science. Ind.

Scientific American, 24-26 W. 40th St., New York. (M-35) Scientific, technical articles popularly presented, discoveries, inventions. Orson D. Munn. 2c; Dept. items

SPORTING, OUTDOOR, HUNTING, FISHING

American Forests and Forest Life, Lenox Bldg., Washington, D. C. (M-35) Popular forestry, wild life articles up to 2500, photos of forest oddities. Ovid M. Butler. \$5 up per printed page, photos \$1 up, Acc. No payment for

American Golfer, The, Lexington at 43d Sts., New York. (M-25) Sport and golf articles up to 1500, golf short-stories up to 3000. Grantland Rice. Inc.

American Rifleman, Barr Bldg., Washington. D. C. (M.25) Authentic gunsmithing, shooting, ammunition, ballistic articles. Laurence J. Hathaway, Ind., Pub.

Arena, The, 2739 Palethorpe St., Philadelphia. (2-M-15) Boxing, weight-lifting, baseball, sport articles. Inc.

Baseball Magazine, The, 70 5th Ave., New York. (M-20) Baseball articles, verse; no fiction. F. C. Lane. 1/2c to 11/2c, Pub.

Birdies and Eagles Magazine, P. O. Box 834, Detroit, Mich. (M) Golf short-stories, articles, personality stories, 40) to 1500, verse up to 30 lines, miscellany, jokes. F. W. Leesemann. 1c up, poetry 25c line, Acc.

Leesemann. 1c up, poetry 25c line, Acc.
Field and Stream, 578 Madison Ave., New York. (M-25)
Illustrated camping, fishing, hunting, sportsmen's articles, up to 3500. Ray P. Holland. Ic up, Acc.
Forest and Stream, 80 Lafayette St., New York. (M-25)
Camping, fishing, hunting, sportsmen's articles, shortstories. W. M. Clayton. Inc.
Fur-Fish-Game 174 F. Long St. Columbus O. (M-25)

Fur-Fish-Game, 174 E. Long St., Columbus, O. (M-25) Fishing, hunting, fur-raising articles by practical authorities. A. R. Harding. 1/4c up, Pub.

ties. A. R. Harding. ½c up, Pub.

Golf Illustrated, 425 5th Ave., New York. (M-50) Golf articles 1200 to 1500, out-of-ordinary golf news items, golf pictures. Wm. Henry Beers. 2c, Pub.

Hunter-Trader-Trapper, 386 S. 4th St., Columbus, O. (M-25) Fur-farming, hunting-dog articles, outdoor photos. Otto Kuechler. Ind. Acc. (Overstocked.)

National Sportsman, 75 Federal St., Boston. (M-10) Hunting, fishing articles. Low rates, Pub.

Outdoor Life, 1824 Curtis St., Denver. Colo. (M-10)

Outdoor Life, 1824 Curtis St., Denver, Colo. (M-10) Hunting, fishing, camping, exploration articles. J. A. Mc-Guire; Harry McGuire, associate. Up to 2c, Acc.

Self-Defense, 1841 Broadway, New York. (M) Boxing, self-defense short-stories, articles about ring characters. Joe Burten. 1/2c, Pub.

Sports Afield, 542 S. Dearborn St., Chicago. (M-20) Hunting, fishing, camping. J. C. Godfrey, Jr. Low rates, Pub.

Sportsman, The, 10 Arlington St., Boston. (M-50) Articles on amateur sports, fox-hunting, polo, yacht racing, tennis, fishing, etc., 2500 to 3000. Richard E. Danielson; Frank A. Eaton, Mng. Ed. 2c, \$5 up for exclusive photos,

Sportsmans Recorder, 2346 N. High St., Columbus, O. (2-M) Stories, articles of interest to lovers of beagle hounds, fox hounds, coon hounds, fish and game; photographs desirable. Razz Walker. ½c, Pub.

THEATRICAL, MOTION PICTURE

Billboard, 25 Opera Pl., Cincinnati, O. (W-15) Theatri-cal news, articles. 1c up, Pub.

Exhibitors Harold-World, 407 S. Dearborn St., Chicago. (M) Articles on construction, equipment, operation of theaters. Martin J. Quigley. Inc.

Motion Picture Classic, 1501 Broadway, New York. (M-25) Photoplay and satirical articles. Laurence Reid. Limited market. Fair rates, Acc.

Motion Picture Magazine, 1501 Broadway, New York. (M-25) Articles on motion picture business and stars. Limited market. Laurence Reid. Fair rates, Acc. Photoplay, 221 W. 57th St., New York. (M-25) Motion picture articles, brief short-stories dealing with studio life. James R. Quirk; Frederick James Smith, Mng. Ed. Good rates, Acc.

Picture Play Magazine, 79 7th Ave., New York. (M-25) Articles 1200 to 1500 of interest to motion picture enthusasts, usually on assignment. Norbert Lusk. Ind., Acc.

Screenland, 49 W. 45th St., New York. (M-25) Feature articles dealing with motion pictures. Miss Delight Evans. Fair rates, Pub.

Screen Secrets, Robbinsdale, Minn. (M-25) Movie interiews, features, photos. Roscoe Fawcett; Jack Smalley, views, features 2c to 3c, Acc.

Theatre Arts Monthly, 119 W. 57th St., New York. M-50) Theatre articles 1000 to 2500. Edith I. R. Isaacs. 2c. Pub.

Theatre Magazine, 2 W. 45th St., New York. (M-35) So-phisticated articles on the theatre up to 1500. Stewart Beach. 3c, Pub.

Variety, 154 W. 46th St., New York. (W-25) Theatrical articles, news. Sime Silverman. Ind.

TRADE JOURNALS, MISCELLANEOUS

American Artisan, 139 N. Clark St., Chicago. (W) Illustrated articles on experiences of men in warm-air heating and sheet metal work. George J. Duerr. \$2.50 column, photos \$3, Pub.

American Baker, The, 118 S. 6th St., Minneapolis. (M-10) Technical articles on baking, illustrated articles on new bakeshops, attractive window photos, merchandising talks. Carroll K. Mitchener, Mng. Ed. 1c up, photos \$1 to \$3, Acc.

American Contractor, 173 W. Madison St., Chicago. (W) Building articles, news items for contractors 100 to 1000. R. D. Winstead. 1c, photos \$2.50 up, Pub.

American Druggist, 57th St. at 8th Ave., New York.
(M) Highest type drug merchandising articles. Murray
Breese. High rates, Acc

American Florist, The, 610 W. Van Buren St., Chicago. (W-10) Sales articles for retail florists 500 to 1300. W. F. Conley. ½c, Pub.

American Hatter, 1225 Broadway, New York. (M-50) Trade miscellany. E. F. Hubbard. ½c to 1c, Acc. \$2 for photos.

American Lumberman, 431 S. Dearborn St., Chicago. (W) Trade miscellany. A. L. Ford. About ¼c, Pub.

American Paint and Oil Dealer, 3713 Washington Ave., St. Louis. (M) Retail paint selling articles. J. Leyden White. Good rates, Pub.,

American Perfumer, 81 Fulton St., New York. (M) Technical, scientific articles on perfumes, cosmetics, soaps, etc. Ind., Pub.

American Resorts, 5 S. Wabash St., Chicago. (M-20) Practical resort operation articles 1000. G. P. Berkes. 1/2 to 1c, photos \$2.50, Pub.

American Restaurant, 5 S. Wabash Ave., Chicago. (M-20) Trade miscellany. 1c, Pub.

American Silk Journal, 373 4th Ave., New York. (M-30) Articles on silk, rayon, textile industry 1500 to 3000. H. W. Smith. \$6 per M., Pub.

Amusement Park Management, 114 E. 32nd St., New York. (M-50) Illustrated first person stories of concessionaires 500. Charles Wood. 1c, photos \$1.50 up, Pub. \$5 each for exclusive tips on new parks.

Autobody, 1819 Broadway, New York. (M-25) Technical articles dealing with automobile body construction. Richard Vail. Ic, Pub.

ard Vail. 1c, Pub.

Automotive Electricity, 420 Lexington Ave., New York. (M-20) Technical articles on automotive electric and shop equipment, articles on merchandising service and accessories. L. E. Murray. 1c, Pub.

Bakers' Helper, 330 So. Wells St., Chicago. (2M-15) Business-building plans for bakers, technical articles. E. T. Clissold. \$5 to \$15 page.

Baker's Weekly, 45 W. 45th St., New York. (W-10) Baking industry articles. 30c inch, Pub.

Battery Man, The, Terre Haute, Ind (M) Articles on battery merchandising and successful operation of battery shops. M. A. Denny. Up to 1c, Pub.

Beverage Journal, 431 So. Dearborn St., Chicago. (M) Concise retail distribution articles 500 to 1000. E. J. Sturtz. 1c.

Concise re Sturtz, 1c.

Black Diamond, 431 S. Dearborn St., Chicago. (W-20) Practical, method articles in the coal field. Wm. R. Melton, ½c up, Pub.

Bus Transportation, 10th Ave. at 36th St., New York. (M-25) Practical bus operation articles 2000, 2 or 3 photos. C. W. Stocks 34c, Acc. News items, first 100 words 2½c, balance each item ½c.

Butter and Cheese Journal, 501-515 Cherry St., Milwaukee. (W) Articles pertaining to butter, cheese and concentrated milk industries. E. K. S'ater. About ½c, after Pub.

Carbonator & Bottler, 504 Bona Allen Bldg., Atlanta, Ga. (M-10) Illustrated articles on business-building methods for bottled soft drink plants 750 to 2000. W. B. Savell. ½c to 1c, photos 50c to \$1, Acc.

Chain Store Age, 93 Worth St., New York. (M) Trade miscellany covering administration, general merchandising, grocery, druggists' chain stores. Godfrey M. Leb-

Chain Store Review, 1732 Graybar Bldg., New York. (M) Chain store operation articles. J. G. Donley, Jr., Inc.

Cleaners and Dyers Review, 128 Opera Place, Cincinnati. (M) Technical articles, success sto stories, proved merchandis-

Cleaning and Dyeing World, 1897 Broadway, New York.
W) Technical articles, merchandising, advertising, winow display, success stories. Roy Denney. About ½c, Pub.

Coast Banker, 576 Sacramento St., San Francisco. (M) News, features describing new developments and ideas in banking and finance. Geo. P. Edwards. 1/2c, Pub.

ommercial Car Journal and Operation and Maintenance, Chestnut and 56th St., Philadelphia. (M) Edited primarily for truck dealer, secondarily for the truck operator. Emphasis on illustration, brevity of text. Martin J. Koitzsch. Good rates, Pub.

Confectioners' Journal, 437 Chestnut St., Philadelphia. (M-25) Articles on wholesale and retail candy business methods. Eugene Pharo. Up to 1c, Acc.

Corset & Underwaar Paview. 1120 Procedurer. New Year.

Corset & Underwear Review, 1170 Broadway, New York. (M-25) Merchandising articles. Arthur I. Mellin. 1c, Pub. Cracker Baker, Fisher Bldg., Chicago. (M-20) Manufacturing, distribution, general "methods" articles of interest to cracker industry. L. M. Dawson. Ic, Pub.

Dairy Products Merchandising, 711 Donovan Bldg, 2457 Woodward St., Detroit. (M) Articles 1000 to 2500 on suc-cessful merchandising campaigns. C. W. Esmond. 1c up, three months after Pub.

Dairy World, 608 S. Dearborn St., Chicago. (M-10) Dairy plant, merchandising articles 1000 to 2000. E. C. Ackerman. 1c, photos \$1 to \$3, Pub.

Ackerman. Ic, photos \$1 to \$3, Pub.

Display Topics, 291 Broadway, New York. (M) Windowdisplay, merchandising articles. Jerry McQuade. Ic, Pub.
Distribution and Warehousing, 249 W. 39th St., New
York. (M-30) Articles dealing with public warehouse
problems. Kent B. Stiles. 3/4c up, photos \$2, Pub.
Domestic Engineering, 1900 Prairie Ave., Chicago.
Plumbing and heating trade merchandising and technical
articles. Ic, Pub.

Draperies and Decorative Fabrics, 420 Lexington Ave., New York. (M-25) Authenticated articles on selling and advertising decorative fabrics, photos. Prentice Winchell.

Druggist, The, 161 S. Front St., Memphis, Tenn. Helpful drug trade miscellany. ½c, \$2.50 for photos, Acc.

Druggists Circular, The, 12 Gold St., New York. (M)
Druggist success articles. G. K. Hanchett, Ind., Pub.
Drug Merchant, 408 W. 6th St., Oklahoma City, Okla.
((M-15) Occasional articles on drug merchandising 100 to 2000. Arthur O. Fuller. Ic, Pub.

Drug Topics, 291 Broadway, New York. (M-25) Merchandising articles 1500 to 2000. Novel drug news items. Jerry McQuade. 1c and 2c, Pub.

Drug Trade News, 291 Broadway, New York. (W) Drug news, national interest. Jerry McQuade. Inc.
Dry Goods Economist, 239 W. 39th St., New York. Dry goods trade articles. C. K. McDermut, Jr. 1 to 2c, Acc.

Editor & Publisher (W-10) Newspaper tra Pew. \$2 col. up, Pub. & Publisher, 1700 Times Bldg., New York. Newspaper trade articles, news items. Marlen E.

Electrical Dealer, 360 N. Michigan Ave., Chicago. (M) Articles on retail merchandising of electrical goods intended for domestic use up to 2000, illustrated, if possible Rudolph A. August, Mng. Ed. 1c to 5c, Acc. and Pub.

Electric Refrigeration News, Maccabees Bldg., Detroit.

Electric Retrigeration News, Maccabees Bldg., Detroit. (W) News of distributors, features on installations, sales, sales management, etc. F. M. Cockrell. 1c, Pub. Electrical Record, 461 8th Ave., New York. (M-25) Illustrated dealer-contractor articles, stories of successful merchandising efforts by electrical companies. Stanley Dennis. 1c, photos \$3, Pub.

Electrical West, 883 Mission St., San Francisco. (M-25) Interested only in western electrical problems and plans. Wm. A. Cyr, Assoc. Ed. 1c, Pub.

Enamelist, 2100 Keith Bldg., Cleveland, O. (M) Technical or semi-technical articles dealing with porcelain enamel, and stove manufacturing processes; success stories. R. Harmon, Asso. Ed. 11/2 to 4 or 5c, photos, \$2 up, Acc.

Excavating Engineer, The, South Milwaukee, Wis. (M) Illustrated excavating articles. \$4 column, photos \$1, Pub.

Feedstuffs, 118 S. Sixth St., Minneapolis, Minn. (W-5) Articles on merchandising, cost accounting, general business practices, applicable to the feed trade. Carroll K. Michener, 1c up, Acc.

Florists Exchange, 438 W. 37th St., New York. (W) ews and merchandising features. E. L. D. Seymour, Ass. News and mer Ed. ½c, Pub.

Food Profits, 40 E. 49th St., New York. (M-25) Illustrated hotel restaurant operation articles, short "short. cut" items, human-interest articles, confessions with constructive slant 1500. Ray Fling. 1c up, Acc.

Fur Age Weekly, 47 W. 34th St., New York. (W) News f fur buyers. L. M. Bookbinder. 1c, Pub.

Furniture Age, 2225 Herndon St., Chicago. (M-30) Illustrated articles on practical methods of furniture merchants 500 to 1500. J. A. Gary. 1c, \$2 for photos. Pub.

Furniture Index, 4th St. at Clinton, Jamestown, N. Y. (M) Articles on furniture merchandising. H. W. Patterson. Good rates, Acc. Query.

Furniture Journal, The, 666 Lake Shore Drive, Chicago, M-35) Trade articles. M. L. Samson. Fair rates, Pub.

Furniture Record, 200 N. Division St., Grand Rapids, Mich. (M-30) Articles on furniture merchandising, advertising, display, radio merchandising in furniture stores. K. C. Clapp. 1c, photos \$1, Pub.

Garment Saleswoman, The, 416 Auditorium Garage Bldg., Cleveland, O. (M) Articles on sale and display of women's wear, personality sketches, etc., up to 1000. F. C. Butler. ½c, Pub.

Gas Age-Record, 9 E. 38th St., New York. (W) Techical articles, sales campaigns, unusual or difficult in nical articles, sales campaigns, unusual of stallations, etc. H. O. Andrew. ½c up, Pub.

Giftwares, 1181 Broadway, New York. (M-20) Illustrated articles on operating gift and art shops 500 to 1200. Lucille O'Naughlin. 1c, photos \$3, Pub.

Good Hardware, 79 Madison Ave., New York. (M:10) llustrated idea articles 100 to 200, hardware trade articles 200 to 1500, photos, trade jokes. Ralph E. Linder, k to 2c, Acc.

Hardware & House Furnishing Goods, 1606 Hurt Bldg, Atlanta, Ga. (M) Trade miscellany, Southern dealers. ½c, Pub.

Hardware & Implement Journal, 1900 N. S Dallas, Tex. (2M) Trade miscellany. ½c, Pub. St. Paul St.,

Hosiery Retailer, The, 239 W. 39th St., New York. (M-25) Trade articles. Ind., Pub.

Hotel Management, 40 E. 49th St., New York. (M-25) Hotel operation articles, business building ideas, 100 to 1500. J. S. Warren. 1c, Acc.

House Furnishing Review, 30 Church St., New York. (M-15) Merchandising articles 1000, biographies of house furnishing buyers with photo 300, fact items, fillers. S. P. Horton, Asso. Ed. 1c, biographies \$7.50, Pub.

Ice and Refrigeration, 5707 W. Lake St., Chicago. (M) ce-making, cold storage articles and news. J. F. Nicker-Ice-making, col son. Ind., Pub.

Ice Cream Field, 504 Bona Allen Bldg., Atlanta, Ga. (M-10) Illustrated business-building articles for ice cream plants 750 to 2000. W. B. Savell. 1/2c to 3/4c, photos 50 to \$1, Acc.

Ice Cream Review, 501-515 Cherry St., Milwauke. (M-25) Methods articles of interest to ice-cream manufacturers and employees. E. K. Slater. ½c up, Pub.

Ice Cream Trade Journal, 171 Madison Ave., New York M-20) Convention reports, technical articles, distriction methods. Goes to manufacturers. R. B. Smith bution

Industrial Retail Stores, 420 Lexington Ave., New York (M) Articles on company or employe-owned stores 750 to 1500. Louis Spilman. ½c to Ic, news 40c inch, photos \$1 to \$3, Pub. and Acc.

Industrial Woodworking, 802 Wulsin Bldg., Indianapolis, Ind. Articles on methods for commercial woodworking establishments. W. H. Rohr. Fair rates, Pub.

Inland Printer, 632 Sherman St., Chicago (M-40) Printing trade technical, business articles up to 4000. J. L. Frazier. \$10 page, Pub.

Institutional Jobber, 40 E. 49th St., New York. (M) Experience articles on selling to hotels, restaurants, hospitals, clubs, schools 100 to 2000, fact items, photos. Loring Pratt. 1c, Acc.

International Blue Printer, 431 S. Dearborn St., Chicago. (M-30) Illustrated articles on shop layouts, unusual methods, etc., 1500 to 2000. Charles A. Greig. 1c, \$1 pc illustration, Pub.

Jewelers' Circular, The, 239 W. 39th St., New York (W-25) Trade miscellany. ½c up, Pub.

Jewelry Trade News, 1505 Race St., Philadelphia. (W)

Jewelry business articles, interviews, news. F. C. Emmerling. 1c, news ½c, Acc.

Jobbers Salesman, 53 W. Jackson Blvd., Chicago. (M-19)

Prefers signed articles by electrical wholesalers or saletmen, specifying their own experiences. W. H. McLaughlin, 1c. Pub. 1c, Pub.

Jobbers Topics, Tribune Tower, Chicago. (Mattive jobbing interviews. Ken Cloud. 1c, Pub. (M) Automo

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Keystone, The, 1505 Race St., Philadelphia. (M) Jewelry store management and merchandising articles 1000 to 3000; news of jewelry trade. H. P. Bridge, Jr. 1 to 2c, news 30c inch, photos \$1.50 to \$3, Pub.

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augh omoLamps, 215 4th Ave., New York. (M) Articles on mer-chandising lamps. James Rosenthal. 1c, Pub. Laundryman's Guide, 504 Bona Allen Bldg., Atlanta, Ga. (M.20) Illustrated business-building articles, steam laun-dries, 750 to 2000. W. B. Savell. ½c to ¾c, photos 50c to

Leather Progress, 1 Park Ave., New York. (M) Articles on uses of leather, photos. 2 to 5c, Acc.

Linens and Handkerchiefs, 114 E. 32d St., New York.
(M) Articles on linen and handkerchief displays merchandising, interviews with buyers, news of market, inventions. L. J. Friedman. 1c, photos \$1.50 to \$3, Pub.

Los Angeles Apparel Gazette, 857 San Pedro St., Los Angeles. (M) Illustrated name-and-fact articles on the merchandising of men's and women's apparel. Lloyd L. Stagger. Good rates, Pub.

Luggage and Hand Bags, 1181 Broadway, New York. (M-10) Luggage retailing, display articles up to 2000. L. H. Ford. About 1c, photos \$3 to \$5, Pub. Manufacturing Jeweler, The, 42 Weybosset St., Providence, R. I. (W-5) Jewelry business articles 1200. Wm. W. Lyon. ½c, Pub.

Lyon. ½c, Pub.

Materials Handling and Distribution, 420 Lexington Ave., New York. Commodity handling and movement articles. Frank H. Tate. Fair rates, Pub.

Meat Merchandising, 109 S. 9th St., St. Louis, Mo. (M) Articles 500 to 1500 of interest to meat retailers. H. G. Heitzeberg. 1c, photos \$3, Pub.

Merchandising Ice, 5707 West Lake St., Chicago. (M-25) Articles related to sales plans, advertising displays and special features or developments covering ice refrigerators, or other ice-using equipment. J. F. Nickerson. ½c to Ic. Acc.

Metalcraft, 4th St. at Clinton, Jamestown, N. Y. (M)
Articles on metal work. H. W. Patterson. Good rates,

Milk Dealer, The, 501-515 Cherry St., Milwaukee. (M-25) Problems related to preparing milk for distribution and actual selling and delivering of it. E. K. Slater. ½c, Pub.

actual selling and delivering of it. E. K. Slater. ½c, Pub. Millinery Trade Review, 1225 Broadway, New York. Sales ideas, successful merchandising methods, window displays, business changes. Charles Steinecke, Jr. 1c, photos \$2, clippings, ads, \$1, Pub.

Modern Stationer, 1181 Broadway, New York. (M-25) Trade miscellany. David Manley. 1c, \$3 for photos, Pub.

Mortuary Management, 1095 Market St., San Francisco.
(M) Articles on successful Western morticians and their methods. Charles W. Berg. About 1c, Acc.
Music Trade News, 1697 Broadway, New York. (M-20) Illustrated articles on retailing sheet music, band instruments. Albert R. Kates. 1/2c up, Pub.
National Bettles, Carette 222 Broadway, New York

National Bottlers' Gazette, 233 Broadway, New York. (M-50) Features of interest to the soft-drink bottling trade. W. B. Keller, Jr. \$7.50 per page, Pub.

National Cleaner & Dyer, 521 5th Ave., New York. (M-20) Success stories, technical articles, window displays, advertising, salesmanship articles. Henry Nonnez. Fair rates, Pub.

National Dry Goods Reporter, 1627 Locust St., St. Louis. Merchandising ideas for department stores, interviews preferred, 50 to 600 or longer; illustrations. Frank E. Belden, lc to 1½c, \$1 to \$3 for photos, Acc.

National Hotel Review, 221 W. 57th St., New York. (W) News. Limited number of features for operation and maintenance section. W. L. Cook. Low rates, Pub. National Jeweler, 536 S. Clark St., Chicago. (M-20) Trade misclany. F. R. Bentley. ½c to 1c, Acc. (Overstocked.)

National Lumberman, 4660 Maryland Ave., St. Louis. (M-10) Woodworking technical, merchandising articles up to 1500; fact items on woodworking. A. C. Kreichbaum. 30c inch, Pub.

National Printer Journalist, 129 E. Michigan St., Milwaukee. (M-25) Actual, used experiences in any department of printing and newspaper business 150 to 350. John L. Meyer. Ic up. Double space rate for cuts.

National Retail Lumber Dealer, 624 Hurst Bldg., Chicago. (M) Trade miscellany. Lyman M. Forbes. 1c, photos \$2, Pub.

Northwestern Confectioner, 405 Broadway, Milwaukee. (M-20) Business articles featuring retail, jobbing, manufacturing confectioners 1000 to 1500. G. B. Kluck. ½c, Pub.

Northwestern Miller, 118 S. 6th St., Minneapolis, Minn. (W-5) Technical articles on flour milling industry, emphasis on merchandising. Query editor. Carroll K. Michener, Mng. Ed. 1c up, Acc.

Office Appliances, 417 S. Dearborn St., Chicago. Articles on selling office equipment. Fair rates, Pub.

Oil Engine Power, 220 W. 42d St., New York. (M) Articles on oil engine uses. J. Kuttner. Ic, Pub.

Optometric Weekly, 17 N. Wabash Ave., Chicago. Trade miscellany. ½c, Pub.

Pacific Caterer, 601 Lloyd Bldg., Seattle, Wash. (M-20) Articles on successful methods in restaurants, new restaurants, 500 to 1000. Paul V. Jensen, ½c, Acc.

Pacific Drug Review, 35 N. 9th St., Portland, Ore. (M-25) Drug merchandising articles. Albert Hawkins. Low rates, Pub.

Pacific Retail Confectioner, 35 N. Ninth St., Portland, Ore. (M) Trade-building articles for retail confectioners, soda-fountain owners 500 to 2000. F. C. Felter. \$5 page,

Packing and Shipping, 30 Church St., New York. (M-25) Illustrated articles on packing and handling merchandise 3000 to 5000. S. A. Wood Jr., ½c to 1c, Pub.; photos \$1 to \$2.

Petroleum Age, 500 N. Dearborn St., Chicago. (M) Articles on handling and distribution of petroleum pro-ducts, successful service stations, etc. Keith J. Fanshier. 25c inch, Pub.

Petroleum Marketer, The, P. O. Box 562, Tulsa, Okla. (M-20) Articles on merchandising and management from experience of petroleum jobbers. Grady Triplett. Ic up, Acc. Picture and Gift Journal, 537 S. Dearborn St., Chicago. (M) Illustrated merchandising articles on gift and picture shops. C. Larkin. About 14c, Pub.

Plumbers' and Heating Contractors' Trade Journal, 239 W. 30th St., New York. (2-M) Merchandising features showing how plumbers sell more goods, 500 to 800 favored, photos. Query editor, Treve H. Collins. Good rates, Acc.

Power, 10th Ave. at 36th St., New York. (W-15) Technical articles on power generation 3000 or less. Writers must be engineers or factory executives. F. R. Low. No

Power Plant Engineering, 53 W. Jackson Blvd., Chicago. (2M-15) Power plant operation articles. Arthur L. Rice. 34c, Pub.

Printing, 41 Park Row, New York. (W-20) Trade news 500 to 2000. Tom Walden. 27c inch up, Pub.

Printing Industry, The, 81 W. Van Buren St., Chicago. Practical printing articles 750 to 3000. Magnus A. Arnold. 1 to 2 c, Pub.

Progressive Grocer, 79 Madison Ave., New York. (M) Illustrated idea articles 100 to 200, grocery trade articles 1200 to 1500, photos, trade jokes. Ralph E. Linder. 1c to

Publishers' Weekly, 62 W. 45th St., New York. (W-15) Booksellers' miscellany. R. R. Bowker, F. G. Melcher. 1c,

Railway Mechanical Engineer, 30 Church St., New York. (M) Railroad shop kinks, photos. L. R. Gurley. 50c inch, Pub.

Refrigeration, Walton Bldg., Atlanta, Ga. (M-10) Name and fact stories on ice refrigeration and merchandising of ice. William F. Coxe. 25c inch, Pub.

Restaurant Management, 40 E. 49th St., New York. (M-25) Restaurant operation articles 100 to 1500; biographical sketches, human-interest articles, confessions with constructive slant up to 1500. Ray Fling. 1c, Acc.

Retail Druggist Illustrated, 250 Lafayette Blvd., Detroit, Mich. (M-15) Illustrated merchandising articles 500 to 2000, series, editorials 50 to 500, window display photos, advertising samples. E. N. Hayes. Ind., Acc.

Retail Furniture Selling, 54 W. Illinois St., Chica (M-10) Articles on assignment only. K. A. Ford. 10 11/2c, \$2.50 for photos, Pub. (Correspondents employed.)

Retail Ledger, 1346 Chestnut St., Philadelphia. (2M-15) Large store management, retail business articles, illustra-tions. Wm. Nelson Taft. 1c, \$3 for photos, Acc.

Retail Tobacconist, 117 W. 61st St., New York. (W) Idea articles for tobacco stores. H. B. Patrey. Ind., Pub. Rock Products, 542 S. Dearborn St., Chicago. (2-M) Articles on cement, lime, gypsum, quarries, sand and gravel plant operations, etc. N. C. Rockwood.

Salvage, 150 Lafayette St., New York. (M-25) Articles on industrial salvage, utilization of waste products, 2000 to 3000, photos. Very low rates, Acc.

Sanitary and Heating Age, 239 W. 39th St., New York. (M-25) Well-illustrated merchandising articles. Clyde Jen-

nings. 1c, Pub.

nings. 1c, Pub.

Savings Bank Journal, 11 E. 36th St., New York.
(M-50) Operation, advertising and promotion articles 1500
to 2000. J. C. Young. 1c, Pub.

Seed Trade News, 60 W. Washington St., Chicago.
(W) Seed news only. A. M. Tibbets. ½c, Pub.

Seed World, 1018 S. Wabash Ave., Chicago. (2M) Articles on growing and merchandising seeds. W. L. Oswald.

½c, Pub.

Service Station News, 343 Sansome St., San Francisco. (M) Articles on service station operation. R. H. Argubright. Good rates, Pub.

Shoe Factory, 300 W. Adams St., Chicago. (M-15) Technical articles on shoe manufacturing, news items of factories. E. E. Cote. 1c, news ½c, Pub.

Shoe Repair Service, 702 Commercial Bldg., St. Louis, Mo. (M-Gratis) Constructive trade articles 500 to 1500, verse on shoe repairing 1 to 4 stanzas, fact-items, fillers 50 to 100, jokes, epigrams. A. V. Fingulin. ½c to 1½c, Pub.

Soda Fountain, The, Graybar Bldg., New York. (M-15) Illustrated articles on business-building methods for soda fountains and soda lunches. John Russel Ward. 25c inch,

Southern Funeral Director, Atlanta, Ga. (M) Articles f interest to Southern morticians. Wm. F. Coxe. 25c inch, Pub.

Southern Hardware, 1020 Grant Bldg., Atlanta, Ga. (2M-15) Trade miscellany. ½c up, Pub. Southwestern Retailer, Wholesale Merchants' Bldg., Dallas, Tex. (M) Articles, interviews with successful retail dealers of Southwest. Joe Buckingham. ½c to 1½c,

Pub.

Spice Mill, The, 97 Water St., New York. (M-35) News from tea, coffee, and spice centers. Limited market for brief articles. B. F. Simmons. ½c to 1c, Pub.

Sporting Goods Dealer, 10th and Olive Sts., St. Louis, Mo. (M) Trade miscellany, illustrated reviews on merchandising, store arrangement, news reports on store activities. C. T. Felker. ½c and up, Pub.

Sporting Goods Journal 521 5th Ave., New York. (M-10) Sporting goods and Dept. store merchandising articles, trade news. Cal Johnson, ½c up, Pub.

Starchroom Laundry Journal, 415 Commercial Square, Cincinnati, O. (M-25) Trade miscellany. A. Stritmatter. Fair rates, Pub.

Taxi News, 220 W. 42d St., New York. (M-10) Short humorous or technical articles relating to taxicabs, brief humorous verse. Edward McNamee. Ind., Acc.

Taxi Weekly, 54 W. 74th St., New York. (W-5) Illus. trated taxicab industry articles up to 1500; news stories. H. A. Brown. \$2 column, Pub.

Tile Talk, 507 W. 33d St., New York. (Barticles 800 to 1000. Edwin G. Wood. 1c, Acc.

Tires, 420 Lexington Ave., New York. (M) News and features covering retail tire trade. Jerome T. Shaw. 1/2,

Toilet Requisites, 250 Park Ave., New York. Merchandising articles. Clyde B. Davis. 1c, Pub.

Tractor and Equipment Journal, 551 5th Ave., New York. (M) Selling stories covering tractors, power farming equipment. Good rates, Pub.

Western Barber and Beauty Shop, 312 E. 12th St., Los Angeles. (M) Methods articles concerning Pacific Coast barbers and beauty shop operators. Michael J. Phillips. 1/2c up, Pub.

Western Confectioner, 57 Post St., San Francisco. (M-25) News and features of Western confectioners, Russell B. Tripp. Fair rates, Pub.

Western Florist, 312 E. 12th St., Los Angeles. (W) News and features of successful florists. M. J. Phillips. 1/2c up.

Western Wood Worker, 71 Columbia St., Seattle, Wash. (M) Articles on wood-working plant operations, illustrated interviews, Western locale, 1000. Nard Jones. 1/2

Wholesale Druggist, 291 Broadway, New York. (M) Concrete business articles. Jerry McQuade. 1c up, Pub. Wholesaler-Salesman, 239 W. 30th St., New York. (M) Illustrated articles on plumbing and heating wholesale activities, management, personality sketches, etc., 1000 to 2000. Treve H. Collins. 1c up, Acc.

Wood Working Industries, 4th St. at Clinton, Jamestown, N. Y. (M) Technical wood-working management and production articles. H. W. Patterson. Good rates, Acc. Query.

Juvenile and Young Peoples' Publications

American Boy, The, 550 Lafayette Blvd., Detroit, Mich. (M-20) Older boys. Short-stories 3000 to 5000, serials 40,000 to 60,000, fact articles dealing with older boy interests 50 to 4000, one-act plays, short poems. George F. Pierrot. 2c up, photos \$2, Acc.

American Girl, 670 Lexington Ave., New York. (M-15) Ages 12 to 18. Girl Scouts publication. Action, short-stories 3500 to 4500, handicraft, vocational, athletic articles 3000 to 3500. Miss Margaret Mochrie. 1c up, Acc.

American Newspaper Boy, 15 W. 5th St., Winston-Salem, N. C. (M) Short-stories of inspiration to newspaper carrier boys 1200 to 2000. Bradley Welfare. ½c, Acc.

Beacon, The, 25 Beacon St., Boston. (W) Boys and girls, medium ages. Short-stories 1800 to 2000; serials, verse, miscellany. Miss Marie W. Johnson. 1/3c, Acc.

Boy Life, Standard Pub. Co., 9th and Cutter Sts., Cincinnati. (W) Medium ages. Short-stories 2000, serials, articles, miscellany. 1/3c up, Acc.

Boys' Comrade, Christian Bd. of Pub., 2712 Pine St., St. Louis. (W) Ages 14 to 18. Short-stories 2000, serials, illustrated articles 100 to 1500, verse, miscellany. O. T. Anderson. \$3 to \$5 per M., Acc.

Boys' Life, 2 Park Ave., New York. (M-20) Boy Scouts publication, ages 14 to 18. Out-of-door adventure, sport, achievement short-stories up to 5000, serials up to 30,000, short verse; articles up to 2000. James E. West. Ic up.

Boys' Monthly Magazine, 740 Superior Ave., N. W. Cleveland, O. (M) Adventure stories, fillers, articles, for boys 12 to 17. J. A. De Vries. 1c, Pub.

Boys World, D. C. Cook Pub. Co., Elgin, Ill. (W) Boys 13 to 17. Short-stories 2000 to 3000, serials 6 to 8 chapters 2500 each, scientific, success articles up to 500, success, curiosity, scientific news items, miscellaney. D. C. Cook, Jr. ½c up, verse 10c line, Acc.

Challenge, The, Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. (W) Young people, 17 years up. Adventure, achievement short-stories 1500 to 2500, serials 2 to 12 chapters 2000 each: descriptive, biographical, travel articles up to 2000; verse. Hight C. Moore; Noble Van Ness. ½c, verse \$1 to \$2.50, Acc.

Child Life, Rand, McNally & Co., 536 S. Clark St., Chicago. (M-35) Ages 2 to 12. Interesting, realistic short-stories and boys' material up to 1800. Rose Waldo. 1/2c to 1c, Acc. (Overstocked.)

Children's Buddy Book, The, 93 Massachusetts Ave., Boston. (M-15) Scientific articles for young children, short-stories up to 1500, serials for boys and girls 8 to 9, wholesome humor, educational novelties. D. E. Bushnell. Up to 1c, Pub.

Children's Hour, The, 470 Stuart St., Boston. Children's articles, short-stories, detc. Rose Saffron. ½c up, Pub. drawings, puzzles, music,

etc. Rose Saffron. ½c up, Pub.

Children's Hour, The, W. Terre Haute, Ind. (M) Children's short-stories 1000 to 1500, verse, games, articles on child training for parents 1000 to 1500. Edna Lloyd Concannon. ½ to 1c, Pub.

Christian Youth, 327 N. 13th St., Philadelphia. (W) Teen ages; interdenominational. Wholesome short-stories with Christian teaching and uplift 2000 to 2200; fillers, nature, fact, how-to-make-it articles 300 to 1000." Bible puzzles, Charles G. Trumbell; John W. Lane, Asso. \$10 a story, fillers \$5, puzzles \$1 to \$2, Acc.

Classmate, Methodist Book Concern, 420 Plum St., Cincinnati. (W-5) Young people 18 to 24. Wholesome shortstories 2500-3500, illustrated articles 1000 to 2500, fact items 200 to 1000. A. D. Moore, ½c up, Acc.

Countryside, D. C. Cook Pub. Co., Elgin, Ill. (W) Family reading. Farm life short-stories 1500 to 2000, serials up to 18,000, articles, miscellany. Helen Miller Stanley. 1/2c up, Acc. (Buying very little.)

Dew Drops, D. C. Cook Pub. Co., Elgin, Ill. (W) Children 4 to 8. Short-stories under 800, short articles, talks to mothers, illustrated verse. No fairy stories. David C. Cook, Jr. ½c up, Acc.

Epworth Herald, 740 Rush St., Chicago. (W-5) Articles on youth's activities 1000 to 1500, nature and human interest essays 1000, short-stories of interest to young people 1500 to 2000, short verse. W. E. J. Gratz. 1/3c to 1/2c, photos \$2 to \$5, Acc.

Every Child's Magazine, 108 N. 18th St., Omaha, Nebr. M) Boys and girls about 12. Short-stories 2000; travel tticles. Few fairy stories. Grace Sorenson. Low rates, articles.

Pub.

Everygirl's Magazine, 41 Union Square, New York.

(M-12) Camp Fire Girls' Publication; short-stories 2500 to 4000, novelettes 15,000 to 20,000, articles 500 for girls 16 to 18. C. Frances Loomis. Ind., 3 weeks after Acc.

Forward, Presbyterian Bd. of Christian Education. Witherspoon Bldg., Philadelphia. (W) Young People, high school age up. Short-stories 2500 to 3000, serials up to 8 chapters, illustrated articles, miscellany. ½c, Acc.

Friend, The, United Brethren Pub. House, Dayton, O. (W) Boys' and girls' moral, educational short-stories 1000 to 2500; serials 5 to 8 chapters; informational, inspirational articles 100 to 800, short verse. J. W. Owen. \$1 to \$5 per story, Acc., poems 50c to \$2.

Front Rank, The, Christian Bd. of Pub., 2710 Pine St. St. Louis, Mo. (W) Young People, teen ages. Moral short-stories 2000 to 2500, serials 20,000 to 25,000, general-interest articles 1500 to 2500, verse, miscellany. O. T. Anderson. \$3 to \$5 per M., Acc.

Girlhood Days, Standard Pub. Co., 9th and Cutter Sts., Cincinnati, O. (W) Ages 12 to 18. Short-stories 2400 to 3000, out-of-door type, serials, articles, miscellany. 1/3c up, Acc. (Overstocked.)

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Girls' Circle, Christian Bd. of Pub., 2712 Pine St., St. Louis. (W) Ages 13 to 17. Short-stories 2500, serials 9 to 10 chapters, articles 100 to 2000, poems up to 20 lines. Erma R. Bishop. \$3 to \$5, Acc.

Girls' Companion, D. C. Cook Pub. Co., Elgin Ill. (W) Girls 13 to 17. Short-stories 2000 to 3000, serials 6 to 8 chapters 2400 each, illustrated articles 800, editorials 1200 to 1400 and under 800. David C. Cook, Jr. ½c, verse 10c line, photos \$1.50 to \$3, Acc.

10c line, photos \$1.50 to \$5, Acc.

Girls' World, Am. Baptist Pub. Society, 1701 Chestnut
St., Philadelphia. (W) Ages 13 to 16. Short-stories 2500,
serials, miscellany. ½c, Acc.

Haversack, The, Methodist Pub. House, 810 Broadway,
Nashville, Tenn. (W) Boys, 10 to 17. Short-stories 2000
to 3000, serials 8 to 10 chapters, miscellany. ½c up, Acc.
High Road, The, M. E. Church So., 819 Broadway,
Nashville, Tenn. (W) Family reading. Short-stories 2500
to 3500, serials 8 to 12 chapters, miscellany. ½c up, Acc.

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Intermediate Weekly, The, Baptist Sunday School Board,
161 8th Ave., N., Nashville, Tenn. Wholesome stories
with purpose, for young people, boy and girl characters.
Short-stories 1200, serials 6 to 12 chapters not over 2000
each; descriptive, travel, biographical, practical articles
up to 2000; verse. Noble Van Ness, Novella Dillard Preston. ½c, poems \$1 to \$2.50, Acc.

John Martin's Book, 33 W. 49th St., New York. (M-40) Material for children under 10. John Martin; Helen Wal-do, assistant. 1c, Acc. (Overstocked.)

Junior Boy, The, Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. (W) Ages 9 to 12. Wholesome adventure short-stories 1200; serials 2 to 10 chapters, articles up to 1200, verse. Noble Van Ness. ½c, verse \$1 to \$2, Acc.

Junior Christian Endeavor World, 41 Mt. Vernon St., Boston. (W) Short-stories 1500, serials, miscellany. Robert P. Anderson. ½c, Acc.

Junior Girl, The, Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. (W) Ages 9 to 12. Adventure, achievement short-stories 1200, serials 2 to 12 chapters 1200 each, verse up to 5 stanzas. Novella Dillard Preston. 1/2c, verse \$1 to \$2.50, Acc.

Junior Home Magazine, 1018 S. Wabash Ave., Chicago. (M-25) Juvenile short-stories, "how-to-make" articles, miscellany. Bertha M. Hamilton. 1c, pub.

Junior Joys, Nazarene Pub. Soc., 2923 Troost Ave., Kansas City, Mo. (W) Boys and girls 9 to 12; short-stories 1500 to 1800, serials 6 to 12 chapters, short miscellany. Mabel Hanson. 1/5c, Pub.

cellany. Mabel Hanson. 1/5c, Pub.

Junior Life, Standard Pub. Co., 9th and Cutter Sts., Cincinnati. (W) Children 8 to 12. Short-stories, serials, ilustrated; verse. ½c, Acc.

Juniors, M. E. Church South, \$10 Broadway, Nashville, Tenn. (W) Brief short-stories, articles, poems, for younger children. Estelle Haskin, Katherine Tatom. Inc.

Junior True Story, Macfadden Pubs., 1926 Broadway, New York. Dramatic, human-interest stories for children 8 to 15, preferably first-person. Short-stories 2000 to 3000, two-part stories 5000 to 7000 per installment, serials 25,000 to 30,000. Edna Evec. 2c, Acc.

Junior World Christian Rd of Pub. 2710 Pine St. St.

Junior World, Christian Bd. of Pub., 2710 Pine St., St. Louis. (W) Children 9 to 12. Short-stories 500 to 3000, serials 8 to 12 chapters, poems up to 16 lines, informative articles 200 to 600, jokes, skits, anecdotes. Hazel A. Lewis. \$4 to \$5 per M., Acc.

Junior World, Am. Baptist Pub. Society, 1701 Chestnut St., Philadelphia. (W-8) Children 9 to 12. Short-stories up to 2500, serials, miscellany. Owen C. Brown. \$5 per

Kindergarten Primary Magazine, 276-280 River St., Maniste, Mich. (Bi-M-20) Ages 4 to 6. Short-stories, verse. Low rates, Acc. (Overstocked.)

Little Learners, D. C. Cook Pub. Co., Elgin, Ill. (W) Children 4 to 8, short-stories under 800, short articles, talks to mothers, illustrated verse. David C. Cook, Jr. ½c up, Acc.

Lutheran Boys and Girls, Lutheran Pub. House, 1228 Spruce St., Philadelphia. Ages 12 to 14. Low rates, Acc.

Lutheran Young Folks, Lutheran Pub. House, 1228 Spruce St., Philadelphia. (W) Older boys and girls. Ilustrated descriptive articles, short-stories 3000 to 3500, serials 6 to 12 chapters. Fair rates, Acc.

Mayflower, The, Pilgrim Press, 14 Beacon St., Boston. W) Children under 9. Short-stories 300 to 700, verse. Fair rates, Acc.

Model Airplane News, 1926 Broadway, New York. (W-10) Articles on airplane construction; fiction. 1c, Acc.

Olive Leaf, Augustana Book Concern, Rock Island, Ill. (W) Boys and girls, medium ages. Adventure stories 500 to 700. Rev. J. Helmer Olson, 3309 Seminary Ave., Chicago. 1/4 to 1/2c, Pub.

Onward, Box 1176, Richmond, Va. (W) Young people. Short-stories, serials dealing with character development and ideals. Louise Slack. \$3 to \$5 per M., Acc. (Overstocked.)

Open Road for Boys, The, 130 Newbury St., Boston, (M-15) Boys' interests. Outdoor life, aviation, sport, adventure, school-life, humor, short-stories 2000 to 3500, serials up to 40,000, articles 1000 to 1500. Clayton H. Ernst. Up to 1c, Acc. and Pub.

Up to 1c, Acc. and Pub.

Our Little Folks, United Brethren Publishing House, Dayton, O. (W) 4 to 9 years. Short-stories 300 to 600.

J. W. Owen. Up to ½c, Acc.

Our Little Ones, Am. Baptist Pub. Soc., 1701 Chestnut St., Philadelphia. (W) Very little children. Short-stories 300 to 600; verse. ½c, Acc.

Picture Story Paper, 150 5th Ave., New York. Children 4 to 8. Short-stories 300 to 800, verse. 3/4c to 1c, Acc.

Picture World, Am. Sunday School Union, 1816 Chestnut St., Philadelphia. (W) Children under 12. Short-stories 400 to 800, verse. \$3 to \$4 per M up, verse 50c stanza, Acc.

Pioneer, The, Presbyterian Bd. of Christian Education, Witherspoon Bldg., Philadelphia. (W) Boys 9 to 14. Short-stories 2200 to 2500, serials up to 8 chapters, miscellany, illustrated articles 800. 2/5c to 1/2c, Acc.

Portal, Methodist Book Concern, 420 Plum St., Cincinnati. (W-2) Girls, 9 to 15. Short-stories 1500 to 3000, serials 20,000 to 25,000, articles, miscellany. Wilma K. McFarland. Fair rates, Acc.

Queen's Gardens. Presbyterian Bd. of Christian Educa-tion, Witherspoon Bldg., Philadelphia. (W) Girls 9 to 14. Short-stories, 2200 to 2500; serials, articles 500 to 700, photos, miscellany. 2/5c to ½c, Acc.

Ropeco Magazine, Rogers, Peet & Co., 842 Broadway, New York. (M-Gratis) Boys 5 to 16. Adventure, animal, boy interest short-stories, articles, jokes, miscellany. Miss L. F. Roth. 2/3c, Acc.

St. Nicholas, Century Co., 353 4th Ave., New York. (M-35) Boys and girls, 10 to 18. Short-stories 1500 to 3500, serials, informative articles, verse. George F. Thomson. 1c up, Acc. and Pub. (Overstocked.)

Storyland, Christian Bd. of Pub., 2712 Pine St. St. Louis. (W) Children under 9. Short-stories 300 to 1000, "Things-to-do" articles 300, poems 4 to 12 lines, simple puzzles. Hazel A. Lewis. \$4 to \$5 per M., Acc.

Storytime, Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. (W) Children 6 to 9 and parents. Short-stories 300 to 600, articles 100 to 300, verse. Mrs. Ruth Taylor. ½c, Acc.

Sunbeam, Presbyterian Bd. of Christian Education. Witherspoon Bldg., Philadelphia. (W) Little folks. Shortstories up to 500, verse. 2/5c to ½c, Acc.

stories up to 500, verse. 2/5c to ½c, Acc.

Sunbeams, Lutheran Pub. House, 1228 Spruce St., Philadelphia. (W) Children under 10. Short-stories not more than 400 with illustrations. Fair rates, Acc.

Sunshine, Lutheran Pub. House, 1228 Spruce St., Philadelphia. (W) Children under 10. Short-stories not more than 400. Fair rates, Acc.

Target, Methodist Book Concern, 420 Plum St., Cincinnati. (W-2) Boys, 9 to 15. Wholesome adventure short-stories 2000 to 3000, serials of character development 20,000 of 30,000, articles 500 to 1200, editorials 200 to 500, verse 12 to 20 lines, fact items. Alfred D. Moore. ½c up for articles, fiction 1c up, verse \$2.50 to \$10, photos \$1 up. Acc.

Torchbearer, The, M. E. Church So., 810 Broadway, Nashville, Tenn. (W) Girls, 10 to 17. Short-stories 2000 to 3000, serials 8 to 10 chapters, articles 1800; miscellany. 1/2c up, Acc.

Watchword, The, United Brethren Pub. House, Dayton, b. (W) Short-stories, moral tone, miscellany. Low rates,

Wee Wisdom, Unity School of Christianity, 917 Tracy Ave., Kansas City, Mo. (M-20) Children 6 to 12. Up-lifting short-stories 800 to 1200, serials 2500 to 6000, verse, puzzles. Imelda Octavia Shanklin. Up to 1c, Acc.

Wellspring, The, Pilgrim Press, 14 Beacon St., Boston. (W) Boys and girls, medium ages. Short-stories, serials, verse, miscellany, 2/3c, Acc.

What to Do, D. C. Cook Pub. Co., Elgin Ill. (W) Boys and girls 9 to 12. Short-stories 2000 to 2500, serials under 6 chapters 2500 each, articles, editorials up to 800. Helen Miller Stanley. \$5 per M up, Acc.

Miller Staniey. \$5 per M up, Acc.
Young Churchman, The, 1801 Fond du Lac Ave., Milwaukee, Wis. (W-5) Material for boys and girls 10 to 15.
Pearl H. Campbell. Moderate rates, Acc.
Young Crusader, The, 1730 Chicago Ave., Evanston, Ill. (M-3) Children's paper of W. C. T. U. Temperance, health, anti-tobacco, character-building articles and short-stories up to 1500; puzzles. Edith Grier Long. Moderate rates, Pub. No payment for verse.
Young Israel, 11 W. 42nd St., New York. (M-10) Children under 16. Short-stories, articles of Jewish interest, 1200 to 1500, verse (overstocked). Elsa Weihl. Under 1c, \$3 to \$5 for verse. Acc.

Young People, Amer. Baptist Pub. Soc., 1701 Chestnut St., Philadelphia. (W) 17 years up. Short-stories 2000 to 3000, serials, articles, miscellany. Owen C. Brown, ½c,

Young People's Friend, 5th and Chestnut Sts., Anderson. Ind. (W) Educational articles 1000 to 2500, short-stories 2000 to 2500, serials 2500 to 3000, editorials, essays 200 to 1500, verse 3 to 8 stanzas, L. Helen Percy. 8c column inch, verse 5c line, Pub.

Young People's Paper, 1816 Chestnut St., Philadelphia. (W) Feature and inspirational articles under 1500, short-stories to 3000, serials 13,000. Boys and girls, teen ages. \$4 to \$5 per M, Acc.

Young People's Weekly, D. C. Cook Pub. Co., Elgin, Ill. (W) Boys and girls, 17 to 25. Short-stories 3000, serials up to 8 chapters, illustrated articles, miscellany. Helen Miller Stanley. \$5 per M up, Acc.

Youth's Comrade, The, Nazarene Pub. Soc., 2923
Troost Ave., Kansas City. (W) Boys and girls, highschool age and up. Short-stories 2000, serials, articles,
miscellany. Low rates, Pub.

Youth's World, Am. Baptist Pub. Soc., 1703 Chestnut St., Philadelphia. (W) Boys, teen ages. Short-stories up to 2500, serials 4 to 8 chapters 2500 each, articles 100 to 1000, editorials up to 500, fact items 50 to 100. Owen C. Brown. ½c, photos, 25c up, Acc.

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How Writers Secure Action

(Continued from Page 14)

times he's tall. But he has essentially the same characteristics and does not stray far from the conventional cowboy trail. If the reader wants Smith-Brown-Jones, you can't pan off Murchison or Worthington on him as "just as good."

Concluding with Cunningham: "There's no set rule about plotting, so far as I know. One story comes almost complete. Another is created to the drip of sweat. Still another is in its inception no more than a climax.

"Work and lots of it, intelligently directed in the proper channels. That's the real formula.

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STUDY THE NEEDS OF YOUR MARKET

(This letter written in answer to specific questions.)

Dear Mr. Hawkins:

Considering the principal causes of rejection of the run of stories submitted by free-lance contributors. I would say there are three equally important criticisms:

The first is lack of clarity. You have no idea how many stories come into the office that are unusable because they are so scrambled up in the handling. The author might have the best story in the world, but if he cannot tell it so that it is always clear to the reader, that story is as good as lost. Unless you can readily grasp a story you certainly cannot appreciate it.

Another important reason for rejection is an uninteresting plot. Too many writers start out with a good idea which they have never developed into an interesting bit of drama. They may have the situation, but they have not the suspense and the gripping play of cause and effect that keeps a reader tied to the page.

The third great objection is lack of convincingness. The author runs in an improbable incident, or a character who does not talk or act in the way he should, and the story is spoiled. Any time a reader begins to say to himself, "That isn't natural," the story's illusion has been spoiled for him, and the story with it.

As to increasing opportunities for free-lance writers, there is nothing to be said. With all the vast number of magazines and books being published now-a-days, no good story will ever fail to find a market. If an author cannot write a good story now or hasn't enough confidence in himself to learn how to write a good story, he had better go into some other profession.

Yours truly,

R. DE S. HORN, Editor, West and Short-Stories.

Short-Story News of the Month

BY DAVID RAFFELOCK

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elf ter Even some writers who have been selling work find themselves needing authoritative, practical training, as witness the letter of Author W. F. B. (Thermopolis, Wyo.) to the S. T. C.: "I still have two lessons to complete and will send them along presently. Must say at this time that your course has proved extremely beneficial and I consider the tuition fee more than well spent. Mr. Raffelock's criticisms have proven a great help and of material value in finding story markets. Practically every story written as part of the course has sold to a magazine."

In many ways this is the "golden age" for writers. Hundreds of magazines . . . definite requirements . . . good pay. Anthony M. Rud, editor of Adventure, lecturing at The Writers' Colony, said, "Writers should do everything possible to get established now. The demand for stories is great and the unknown writer has an excellent opportunity to get started. The writer just beginning to sell his work can get well established and make a place for himself." More reason why both the beginning and experienced writer who has not had the type of thorough, professional training given by the Simplified Training Course should secure such training at

To get all one bargains for is a good deal; to a get more is perhaps priceless. S. T. C. Student Mary E. A. (San Francisco) wrote Instructor Adler in part as follows: "The S. T. C. has been better than I expected—which you know is a great deal to say of any course. One usually expects much more than one gets. I believe the course is as good as one could be made. I realize I have put you up against some of the hardest questions an instructor (or anyone else) could be expected to answer, and I have been satisfied with the way you have handled them."

A letter has just come to us from Jack Woodford stating that his "Evangelical Cockroach" has sold out its first edition of 5,000 copies. Quite a record for a book of short stories. Volumes of short stories have seldom sold well and publishers are wary of them. Few are accepted. Woodford will be doing the writing craft a service if his book continues to sell (and doubtless it will) for he might overcome a deplorable reticence on the part of publishers. All that's needed is a few books of shorts to make money for the publishers. Jack's stories are different from the usual run, but I imagine if this type were being bought more of them would be written.

Mary Austin, one of the few really intellectual women writers in America, expounded in a private conference at The Writers' Colony, a theory of great interest. During the child-bearing period literary talent in most women is submerged. But it does not atrophie. It lies dormant, ready to blossom out into a vigorous life when woman is "reborn." Men approaching forty are on the decline. Woman, free of her physical burden, her obligation to nature, becomes recharged with vital energy. Mrs. Austin believes that middle-aged women do well, therefore, to take training in writing, to give at last expression to their yearning. The more women past forty refuse to be shelved the more happiness they will attain, the greater will be their place in society. The Simplified Training Course has found a practical demonstration of this theory to be true. Hundreds of middle-aged women, S. T. C. students, have found pleasure and success in fiction writing. Some of the most brilliant successes among S. T. C. students have been made by women past forty.

Tid-Bits from S. T. C. Students: I appreciate your kindly criticism on my story, "Deliverance," which I submitted for Assignment 25. As I have learned since enrolling as one of your students that I will get no praise unless I have done something to earn it, your comments on the story were particularly encouraging.— Grace V. Andrews. . . . The third book looks interesting. I'm eager to start on it. Thanks for your criticisms—I find them excellent and most helpful.—Mrs. M. S. Toyne. . . . I really must thank you for your splendid analysis and criticism of my story "The Fortune Teller." It will help me a great deal as I re-read your letter and study the story more fully.—B. W. Blandford. . . . Thanks so much for the criticism of "A Good 'Un to Tie To." I recognize the justice and force of your suggestions.—W. H. Ross. . . . I am finding my delight in and appreciation of the S. T. C. increasing.—J. H. Hall. . . . The S. T. C. training is the best incentive I know of to make one digright in and hustle for all he's worth.—La Rene M. Bleecker. . . . I believe that one could hardly say too much for that part of your course which I have already studied. Every aspiring writer should have it. It opens up undreamed of possibilities in subjects that are already interesting and presents numberless new subjects with limitless possibilities.—Rev. I. C. Atchley.

It is a mistake to do newspaper work as a step to fiction writing, according to the distinguished novelist, Elmer Davis, who lectured at The Writers' Colony. The gulf between journalistic writing and magazine fiction writing is great. One has to unlearn much of newspaper technique to write short-stories successfully. It is a much better plan to secure professional training in fiction writing and approach the desired goal in a direct way.

And without more ado we hereby turn to the neat pile of to-be-criticised-manuscripts written by those who have already heeded the foregoing statement.

THE AUTHOR & JOURNALIST'S

LITERARY MARKET TIPS

GATHERED MONTHLY FROM AUTHORITATIVE SOURCES

Munsey's Magazine, 280 Broadway, will be discontinued with the October, 1929, issue, and in its place will be issued All-Story, a semi-monthly devoted to stories of love and romance. Miss Madeline M. Heath is the managing editor. stories of every type are wanted. Locales may be world-wide, but the heroine must be an American girl. Any setting is permissible if the major theme is love or romance. Good, clean fiction, with a love theme, strong emotional appeal, and written from the heroine's viewpoint, are desired-short-stories, 3000 to 6000 words; novelettes, 12,000 to 15,000 words; serials, 30,000 to 40,00 words. The editors promise quick readings, friendly editorial co-operation and prompt checks. Munsey's Magazine, discontinued, will be merged with the new All-Story. The Argosy Weekly will continue as usual, the All-Story title line simply disappearing from its cover."

Romance, 223 Spring Street, New York, "now wants tales of youth and love, chiefly not-toosubtle stories of the great cities of the world from Delhi to Paris, from Buenos Aires to New York. It desires a few well-done records of loves which have made glowingly romantic the far places of the earth-Borneo, Iceland, Australia, Africa, the Steppes, the great deserts of China and Africa. Sex must be emphasized. A light touch, or outright humorous handling, though, is refreshingly welcome. And the heroine of each story should be interpreted in terms of American girl psychology, so that-no matter how exotic she may be, Eurasian, Russian, Chinee, or whatnot-her American girl reader will sympathize and feel with a sister under the skin. Of course Romance wants the American girl hero for the most part." Henry La Cossitt is no longer editor. What the editors do not want is stated in a few words: "(1) Depiction of tiredness or ennui. (2) Vulgarity or obscenity unredeemed." Rates of 2 cents a word up are paid on acceptance for material.

The Master Detective, 1926 Broadway, New York, is a new monthly magazine of the Macfadden group devoted to thrilling true stories of major crimes, illustrated with actual photographs, when possible. Rates and methods of payment probably are in accordance with the Macfadden policy of 2 cents a word on acceptance.

The name of *Boys' Flying Adventures*, 1926 Broadway, New York, has been changed to *Model Airplane News*. Articles on airplane building, etc., preponderate in the contents.

The Youth's Companion, Boston, after 101 years of continuous publication, has been taken over by The American Boy, Detroit, and merged with it.

Good Story Publishing Co., Inc., 25 W. Fortythird Street, New York, is the new company launched by Harold Hersey, who has left Magazine Publishers, Inc., as announced last month, Mr. Hersey writes that a new string of magazines will be launched, the titles to be announced later. "What I am most interested in now is in securing Western, detective, crook and underworld, as well as flying material-short-stories, novelettes and serials, I will not use detective short-stories, but will only want detective novelettes and serials. Aviation stories will go easy on the woman interest, but strong on action and the technical sides of flying. Western stories should either be of the two-gun type or humorous in characterization and plot. Crook stories-and I will use many of them-must have a strong feminine interest, playing up the gungirl as well a the crook." Payment will be on publication at rates of about 1 cent a word, increasing as the magazines gain in circulation.

Magazine Publishers, Inc., 67 W. Forty-fourth Street, New York, since the resignation of Harold Hersey as editor, have been silent as a tomb in the matter of checks due to authors for stories in recent issues of their various magazines, which include Western Trails, Golden West, Underworld, Flying Aces, and Sky Birds. Letters of inquiry are unanswered. It is understood that these titles will be continued, and that a creditors' committee is being formed to work out the affairs of the company.

Action Novels, 271 Madison Avenue, New York, announces: "We will no longer use the sport novel as our feature. From this time on, this magazine will feature the same Western and adventure locale as Action Stories. Yarns should run between 20,000 and 25,000 words, although occasionally we can use the shorter novelette of 15,000 words."

The Century, 353 Fourth Avenue, New York, is to be issued as a quarterly instead of a monthly, beginning with October. Hewitt Howland continues as editor.

True Love Affairs, one of the Fawcett group, Robbinsdale, Minn., has been combined with True Confessions, the latter title being retained.

Fortune Story Magazine is the new title of Fame and Fortune, Street & Smith publication, 79 Seventh Avenue, New York.

Brief Stories, formerly at 49 E. Thirty-third Street, New York, has been bought by the McKinnon-Fly Company, 381 Fourth Avenue, New York. W. Adolphe Roberts, who edited the magazine for nine months, while it was being issued by Harper & Brothers, will no longer be connected with it.

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We Want Love Stories!

We want good, clean fiction, with a strong, healthy love theme; plenty of emotional appeal, and written from the heroine's viewpoint. Locales may be world wide, but the heroine must be an American Girl.

We want these stories in lengths varying from 3,000 to 40,000 words. All manuscripts submitted will receive prompt reading. Authors will be given editorial co-operation and encouragement. Quick checks at good rates if stories are accepted.

We need this material for the contents of a new magazine — ALL-STORY — which we intend to make dominate the love-story field. We want you to help us fill one issue every other week with the best love stories

All manuscripts submitted should be accompanied with sufficient postage to in-sure their return in the event that we are unable to use them.

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> THE FRANK A. MUNSEY COMPANY, 280 Broadway, New York, N. Y.

MSS. WANTED up to 2500 words relative to care of infants and children under seven. Practical, informative and helpful; not medical. Short Poems, juvenile type but with appeal to parents. Payment upon publication. Enclose stamped envelope for return if not available.

THE MOTHERS' JOURNAL

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LAURA P. BOWEN

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Muncie, Indiana

The American Magazine, 250 Park Avenue, New York, announces in connection with its "The Family's Problems" page: "This is an intimate corner where names are not revealed, but where problems are discussed and solutions given in terms of personal experience. What was the greatest problem in your family, and how was it solved? Tell us in a letter or manuscript of about 1200 words. All manuscripts accepted will be paid for; others will be returned."

Alhambra, a monthly magazine of the Hispano & American Alliance, Inc., 1 E. Forty-second Street, New York, is edited by A. Flores, who writes that articles of travel type, featuring Spain and Latin-America, about 4000 words in length and accompanied by photos, are used, also essays on Spanish literature, art, music, etc., of about 3000 words, and short-stories of Spanish or Latin-American background, ranging from 2000 to 5000 words. Material should be of some literary worth, irrespective of type. Payment is on publication at rates, depending on authorship and quality, ranging from 34 to 5 cents a word.

North-West Stories, 271 Madison Avenue, New York, uses Trail Tales in each issue—personal experience yarns, often told in the first person. A recent note states that several of these can be assimilated.

Fiction House Magazines, 271 Madison Avenue, New York, in the latest bulletin from the editors, are all reported to be "wide open now for stories of the same types that have sold to them before." The magazines are Frontier Stories, Aces, Soldier Stories, Action Novels, Action Stories, Air Stories, Love Romances, Lariat Story Magazine, Northwest Stories, Wings, and Fight Stories. The editors remind writers that their magazines use occasional bits of verse, especially Western, Northern, and out-trail adventure verse with a man-swing in it.

Red Book Magazine and Blue Book Magazine, following their purchase by the interests back of McCall's Magazine, are to be moved in September from Chicago to 230 Park Avenue, New York.

Air Adventures, 80 Lafayette Street, New York, one of the Clayton group, will be known as Flyers, beginning with the September issue. Allan K. Echols is editor.

The Westerner, Goodwin Publishing Company, Salt Lake City, has made its appearance. Fiction and articles are used.

Snappy Stories has been combined with Young's Magazine, 709 Sixth Avenue, New York.

The Sunday World, 63 Park Row, New York, has discontinued its original short fiction series. Cornelia Strasburg, fiction editor, writes that in the fall syndicate stuff will be used instead.

Linton Davies has succeeded Bob Carter as managing editor of *Air Stories* and *Wings*, Fiction House publications, 271 Madison Avenue, New York.

Paris Comet, 119 W. Fifty-seventh Street, New York, is reported as slow in paying for published contributions.

The Woolworth Company, New York, is reported to be launching a string of 10-cent pulp-paper magazines, featuring sentimental love stories for the most part, and to be sold through the Woolworth 5 and 10-cent stores.

Wide West, 1833 Champa Street, Denver, Colo., is a new monthly magazine which will be launched with the November issue under editorship of Neil W. Northey. It will be a "Magazine of Western Sports and Opportunities," featuring the advantages which the West offers for outdoor sports. travel, nature study, health, business, and other things of interest to red-blooded Americans everywhere. Items pertaining to the Old West as well a the new will be used, but no fiction is wanted at this time. Payment will be made by arrangement with the editor, and will depend upon the value of individual articles to the magazine. It is planned to use considerable material in the form of feature articles in connection with advertising. details of which should be obtained before writing an article.

Merle W. Hersey, 143 W. Twentieth Street, New York, writes: "We are in the market for snappy stories for two magazines, the first issues to be on the stands in September. The stories must be smart, snappy, sexy, with plenty of life. Payment will be at 1 cent a word on acceptance. Work of new authors carefully read and considered as well as the work of those who have already arrived. Address manuscripts as above."

F. K. Studio Service, 5617 Hollywood Boulevard, Hollywood, Cal., advises that it is in the market for manuscripts suitable for adaptation as talking pictures. Loretta M. Fitzpatrick, who sends this information, states: "These may be short-stories, novelettes, novels, stage plays, or photoplays, published or unpublished, and we shall give prompt decisions. We wish to state that we will buy for our own account. We are not agents. For suitable material we are willing to pay first-class rates. We cannot undertake to return unavailable manuscripts unless they are accompanied by stamped envelope. As to our responsibility and standing you may refer to any studio in Hollywood."

The Occult Publishing Company, now at 527 So. Clark Street, Chicago, has no connection with The Occult Digest, a magazine published and edited by Effa Danelson, although it was formerly located at the same address, 1900 N. Clark Street. Ross K. New, of the publishing company, writes that he has had no connection with The Occult Digest since January 1, 1929.

Bridge is the new title of Auction Bridge Magazine, 19 W. Forty-fourth Street, New York.

Discontinued-Suspended

Artists and Models, New York. Art and Beauty, New York.

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IN response to a widespread demand from writers, THE AUTHOR & JOURNALIST has resumed its manuscript sales service. The Agency Department offers special attraction to writers who wish professional criticism of their manuscripts in combination with marketing

Florence Brent Thompson, Oregon, wrote, "The check which I have just received from you in payment of my story, "The Fate of Bill Laramie," pleases me tremendously; I agree that the rate is extremely good; frankly, much better than I expected; and I feel that a great deal of credit is due to you for the successful way in which you have handled this."

Chauncey Thomas, Denver, wrote: "Your sale of my "Heap Bad Kiowa" to Popular Magazine, after you had submitted it to twenty-eight other markets, is a tribute to your persistence in marketing a manuscript in which you have confidence."

The greatest demand at this time is for fiction of popular types—love, adventure, mystery, Western, air, etc. Readable articles are purchased extensively, and the Agency Department gives special attention to these. In offering a sales service for manuscripts, the Author & Journalist, although its staff undoubtedly possesses a closer knowledge of immediate market needs than the majority of writers, does not claim any mysterious influence with editors, nor does it guarantee the sale of a manuscript. It guarantees only to devote honest, intelligent effort to selling manuscripts accepted for the purpose.

The Agency accepts for marketing only manuscripts which the editors deem likely to sell. When in our judgment the material is not salable, it will be returned to the author with a brief critical opinion explaining why we regard its chances of sale unfavorably.

We do not attempt to market photoplays, verse, jokes, editorials, or other material of limited appeal.

The Agency service covers articles as well as fiction.

Reading Fee: Each manuscript must be accompanied

Reading Fee: Each manuscript must be accompanied by a reading fee of \$1 for the first 1000 words, and 25c for each thousand additional.

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Conscious Short-Story Technique, David Raffelock, Associate Editor of The Author & Journalist, and Director of the Simplified Training Course. An authority "shows the way." \$1.10.

What An Editor Wants, A. H. Bittner, editor of Argosy All-Story Weekly. One of the most practical of all volumes on writing craftsmanship. \$1.10.

The 36 Dramatic Situations. A "best seller" is this analysis of Georges Polti, cataloging the plot material which life offers. Short-story writers and novelists appearing in Saturday Evening Post, Cosmopolitan, Century, and other foremost magazines have publicly acknowledged help received from this book. \$1.50.

Plotting the Short Story, Culpeper Chunn; gives in-valuable assistance in story structure. \$1.00.

Fundamentals of Fiction Writing, Arthur Sullivant Hoffman, former editor of Adventure and McClures. High-ly recommended. \$2.15.

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THE editorial staff of THE AUTHOR & JOUR-THE editorial staff of THE AUTHOR & JOURNALIST offers to writers an authoritative and vitally helpful criticism service. Each manuscript receives careful, analytical attention. Letters of grateful acknowledgment are received daily from appreciative clients. Professionals as well as beginners employ the services of THE AUTHOR & JOURNALIST Criticism Department.

A letter of criticism definitely shows the writer where he stands—whether his work is of salable quality, or amateurish, or just "on the border line." In the majority of instances the critic is able to point out specific faults, and to suggest ways of overcoming them. Each criticism is a constructive lesson in authorship.

Marketing suggestions form a part of each criticism. A carefully selected list of periodicals or publishers who would be interested in seeing material of the type under consideration is given, if the manuscript possesses salable qualities.

Frankness, thoroughness, and a sympathetic understanding of writers' difficulties are characteristic of Author & Journalist criticisms.

Theoretical technique and dogmatic opinions are rigidly avoided. No critic has ever been employed on our staff who has not demonstrated his ability to write and to sell his own work. Practical advice and suggestions, rather than academic rules, characterize all criticisms.

characterize all criticisms.

A large proportion of our clients are successful authors—men and women who are selling their work regularly. They apply to us when in doubt over problems of narration, when "stumped" by a manuscript which, for no apparent reason, fails to sell, or just to get the opinion of a qualified, impartial critic before submitting a manuscript to the markets. Rarely is the writer able to form an unbiased judgment as to the value of his own work. An unprejudiced appraisal by a qualified critic often gives the author an entirely new perspective toward his story. Few manuscripts reach us for which we are unable to suggest at least some improvements. provements.

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Prize Contests

The American Magazine, 250 Park Avenue, New York City, offers a prize of \$10 for every original "Travel Trail" accepted for publication. Intend-ing contestants should study the trails and conditions published in the magazine.

Detective Story Magazine, 79 Seventh Avenue, New York, offers a first prize of \$200, second of \$100, third of \$60, and seven of \$20 for best solutions to a detective serial, "Haunting Fingers," by Herman Landon, which began in the issue of August 10, and concludes (except for the solution) in the issue of September 7th. Closing date, midnight September 21st. Conditions are published in connection with the story.

Harvard University, 1 University Hall, Cambridge, Mass., announces its annual advertising awards for campaigns, individual advertisements, personal service, etc. For information, address the Secretary of the University.

Alice Hunt Bartlett, American editor of The Poetry Review, of London, offers, through the Review, prizes of \$150, \$50, and \$25 for the best poems on Power, in its broadest acceptance, as evidenced by great men of history, past and present. The poems may concern not only the genius of today, but the genius of the past, and a prophetic outlook on the future. Manuscripts must be typed, name and address on upper left corner, and addressed to Mrs. Alice Hunt Bartlett, Convenor, 299 Park Avenue, New York. More than one poem may be sent. The sonnet form is favored, but any be sent. form is acceptable. Shorter poems are desired. No poems returned, but are the property of the authors after contest is closed. Closing date, October 15, 1929.

The Master Detective, 1926 Broadway, New York, offers monthly prizes of \$25, \$15, and \$10 for best answers to questions relating to criminals which are published in the magazine. Closing date for current contest, September 20th.

Rules governing the American Farm Bureau Federation one-act play contest announced in July are as follows: "Competition is open to the world The play must tell a story pertinent to the problems of modern farm life and must feature some phase of the Farm Bureau Program. The play must be entirely original. It must be designed for presentation with the least possible properties, equipment, etc. The time of acting shall require at least thirty minutes and not more than fortyfive minutes. Two or more persons may collaborate. All prize-winning plays become the absolute property of the American Farm Bureau Federation, Only manuscripts accompanied by sufficient postage will be returned. Unless proper postage accompanies each play submitted, the play will become the property of the American Farm Bureau Federation and will not be returned. Write only on one side of the paper, preferably with the typewriter or in ink. All plays must be submitted before midnight, October 15, 1929. Send manuscripts to Mrs. Charles W. Sewell, Director of Home and Community Work, American Farm Bureau Federation, 58 E. Washington Street, Chicago. The first prize is \$100; the second, \$50, and there are ten prizes of \$10 each.

Important Prize Contests Still Open

Important Prize Contests Still Open

American Sunday School Union, 1816 Chestnut Street Philadelphia. \$2000 each for best books on "Religion in Education" and "Heroic Appeal of Christianity to Young People." Closing date, March 1, 1930.

Atlantic Monthly, 8 Arlington Street, Boston, and Little Brown & Co., 34 Beacon Street, Boston, \$10,000 for novel Closing date, January 15, 1929.

College Humor and Doubleday, Doran & Co. \$3000 and book royalties for a story of college life or college people by undergraduate or graduate of not more than a year. Address Campus Prize Novel Contest, College Humor, 1050 N. La Salle Street, Chicago, or Doubleday, Doran & Co., Garden City, N. Y. Closing date, October 15, 1929.

Dodd, Mead and Company. \$5000 for a first novel by American or Canadian author. The prize is a guarante against royalties, independent of dramatic and serial rights. Submit manuscripts under pen name to Curtis Brown, Ltd., 116 W. 39th Street, New York. Closing date, December 1, 1929.

Dorrance & Co., Drexel Bldg., Philadelphia. \$1000 plut royalties for a novel dealing with prohibition in the United States. Address Prohibition Contest Editor. Closing date, June 1, 1930.

Doubleday, Doran & Co., Garden City, N. Y. Scotland Yard Prize Contest. \$5000 for a mystery or detective novel. Closing date, December 31, 1929.

The Drama League and Longmans, Green & Company. Play contests in three divisions. Address Play Department, Longmans, Green & Co., 55 Fifth Avenue, New York. Closing date, December 31, 1929.

Life, 598 Madison Ave., New York. \$3000, \$1500 and \$300 for best short-stories under 700 words published in Likeduring 1929.

Horace Liveright, 61 W. 48th Street, New York. \$300 for best novel by new author or author whose previous novels have not sold more than 5000 copies. Submit under pen name. Closing date, December 1, 1929.

Society of American Foresters. \$1000 and \$250 prizes for best novel by new author or author whose prizes for best essays on the forestry situation in the United States. Submit under Pen n

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is as helpful to the professional writer as to the beginner. The noted editor, publisher and publicist, Col. S. S. McClure, writes of PLOTTO: "It is certainly as essential to a writer as a dictionary, or as a Roget's Thesaurus-with this difference: There is no inspiration in a dictionary, while PLOTTO is a living thing, full of suggestions and hints and rich in the very material that turns the imagination into the reality of the written word." The noted writer, H. Bedford-Jones, writes of PLOTTO: "You have produced a marvelous thing here, a tremendous help to writers." A special introductory offer is being made for a limited time. Send stamp for descriptive booklet, to

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Trade, Technical and Class Journal Department

JOHN T. BARTLETT, EDITOR

A TRUE "MYSTERY" STORY

BUS AGE, 461 Eighth Avenue, New York, is one business publication The Author & Journalist unreservedly advises its readers to be careful in dealing with.

Develle Thatcher, of Kansas City, well known to The Author & Journalist as a successful professional in the business writing field, submitted Bus Age in late November, 1928, an article on Yelloway, Inc. Months later, in a letter dated June 18, George M. Sangster, editor, wrote an "explanation" to Mr. Thatcher.

"The article, as we recall, was received early in December and was held for the December issue, which went to press about the 10th of the month. The photograph which accompanied the article was made up in a cut, and we were just about to send the article itself to the printer when we received a more comprehensive story direct from the Yelloway Organization in Denver, Colo. Such being the case, we used the article obtained from Yelloway and returned your article to you under date of December 14th.

"Why you have never received it is beyond our comprehension in view of the fact that it was plainly directed.

"Would be very glad to send you a check for the use of the photograph which we sent to the engraver, but if you will check up on past issues of *Bus Age*, you will see that our statement is borne out in view of the fact that the article you sent has never appeared in our publication."

This letter speaks for itself. It calls for no comment. If someone wishes to come to the defense of *Bus Age*, he may, but The Author & Journalist will not.

This magazine had its origin in efforts and manipulations of a New York business paper publisher, Frank Meyers, who consolidated National Motorbus & Taxicab Journal, New York, and Motor Coach Transportation, Pittsburgh. Meyers bought a controlling interest in Motor Coach Transportation, and proceeded to "kill" the magazine, transferring assets to the Bus Age concern at New York. It appears to have been an obscure and clever piece of business. We know of one contributor who had been treated consistently in a business-like way by the old management of Motor Coach Transportation who, almost overnight, with the entry of the clever Mr. Meyers in the situation, found himself holding the sack for upwards

of \$250; and he is still engaged in holding the sack.

Frank Meyers publishes also the National Laundry Journal. We have a report by a contributor of a collection through R. G. Dun & Co. against this magazine. National Laundry Journal wired for a convention report. The writer wired quoting his price, then followed with report. The magazine published the report, then refused to pay the price, offering about one-half. It paid in full when R. G. Dun & Co. took up the matter.

Frank Meyers may be a shrewd business man, but we prefer to recommend to our readers publishers with whose magazines "mysteries" do not arise. What happened to the Thatcher article? When would Mr. Thatcher have received an offer for the photograph, if he had not pursued the situation? How careful, anyway, must a writer be, dealing with magazines with which the clever Mr. Meyers is connected?

On the Bus Age file card Mr. Thatcher sends us, he has inscribed, "Beware!" We agree. We are dropping the magazine from the Handy Market List.

LITERARY MARKET TIPS

IN THE TRADE, TECHNICAL, AND CLASS JOURNAL FIELD

Electrical Dealer, 260 N. Michigan Avenue, Chicago, Rudolph A. August, managing editor, writes: "We are at present interested in securing usable articles about activities of retailers actively engaged in ironer (perhaps you have been accustomed to thinking of this appliance as a mangle) merchandising. Such articles will be success stories only insofar as they cite the dealer's record to prove that his methods are effective. Tell how the retailer sells ironers, judging his methods according to their possibilities of being applied by retailers generally." These articles should come from electric shops, contractor-dealers, and hardware, department and furniture and house furnishing stores. Queries will be welcomed.

Seed & Feed Dealer, 312 E. Twelfth Street, Los Angeles, Michael J. Phillips, editor, is not in the market for material, as it is exclusively the organ of the California Seed & Grain Dealers Association

Hospital Management, 537 S. Dearborn Street, Chicago, Matthew O. Foley, editor, pays ½ cent a word on publication for articles dealing with the various phases of hospital management.

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"Greater Love" I Confess
"Delta Justice" Young's Magazine
"Fortitude" Breezy Stories
"What's Wrong With Aviation?" Collier's
"Derelicts" (Novel) Dorrance & Co.
"Quits" Ace-High
"A Matter of Honor" National Sportsman
"Honor of the Force" Danger Trail
"A Jekyll-Hyde Experience" True Story

Dozens of other stories, classed as "hopeless" by critics and rejected repeatedly by magazines, were sold after revision to Blue Book, Argosy, Adventure, Black Mask, Blade & Ledger, 10-Story Book, Wide World, Western Story, Popular, Brain Power, Flapper's Experience, and others. If you are in need of literary assistance—criticism, revision, or sales—my service, backed up by ten years' experience, will give your work the best possible chance. Write for terms, etc.

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INOUIRE

Bert Nevins, 1431 Broadway, New York City

Tom Walden, editor of *Printing*, 41 Park Row, New York, writes that the policy of this publication has been changed somewhat, and henceforth almost no features will be used, the paper being almost entirely given over to news matter.

Liberty Cleaner & Dyer is a new publication issued by publishers of Southern Florist, Ft. Worth, Texas. V. E. Martin is editor. For the present only a few paid articles will be used.

Clyde Jennings, formerly of Hardware Age, has succeeded C. B. Hayward as editor of Sanitary & Heating Age (the new name for Sanitary & Heating Engineering), 239 W. Thirty-ninth Street, New York. Mr. Jennings writes that illustrations are to play an increasingly large part in the contents of the magazine. "I would be very likely to judge the story by the illustrations as much as by the text, perhaps more so." Sanitary & Heating Age is interested solely in merchandising material, but at the present time is not in the market.

An aviation publication has appeared in the South. This is Southern Aviation, 1020 Grant Building, Atlanta, Ga., T. W. McAllister, editorial director. Both news and feature articles are desired on Southern air transport organizations, aerial services, flying schools, airports, aircraft distributors and dealers, pilots, plane owners, etc. Payment of 1 cent minimum is made "on acceptance if especially requested," otherwise, on publication.

Food Facts, 1807 Dodge Street, Omaha, Nebr., reports enough material on hand for the remainder of 1929.

L. E. Jermy, editor of *Machine Design*, 1213 W. Third Street, Cleveland, O., writes: "We do not solicit contributions, but occasionally assign articles to leading engineering authorities." Rates were not given.

National Petroleum News, 1213 W. Third Street, Cleveland, O., is interested in merchandising articles of the "how" type. "We are glad to have well-illustrated material telling how a dealer in petroleum products has gone about the business of selling oil, gasoline and sidelines, how he has met competition and succeeded, how he has advertised, etc.," writes J. C. Chatfield. "We are not interested in the kind of service station he built or the kind of equipment he has installed." Articles can run up to 4000 words. One cent a word and up, is paid on acceptance.

The new address of Transportation, Los Angeles, Calif., is 412 W. Sixth Street.

Financial analyses, 1500 to 2500 words, stories of bankers, human interest stories of Wall Street men, past or present, are the article requirements of *Wall Street Review*, 79 Wall Street, New York, A. F. McCullough, editor. Payment at 1 cent a word is made 10 days after publication, which is fortnightly.

Both Shoe Retailer and Hosier Retailer, formerly at 166 Essex Street, Boston, have been purchased by Boot and Shoe Recorder, 239 W. Thirty-ninth Street, New York. Shoe Retailer will be absorbed by the Recorder, but Hosiery Retailer will continue as a separate publication. At present there are no plans for changes in the editorial policy of the hosiery paper.

Hardware Age, a United Publishers magazine, 239 W. Thirty-ninth Street, New York, has taken over Hardware Dealers' Magazine, the publishers of the latter stating that henceforth they will devote their full energies to their other publication, American Exporter.

Cleaning & Dyeing World, formerly of St. Louis, is now owned by Kates-Boylston, 1897 Broadway, New York.

Musical America, Beauty Culture, The Music Trades, and The Barber's Journal, periodicals of Trade Publications, 501 Fifth Avenue, New York, which recently went into bankruptcy, have been bought by John F. Majeski and will be issued from 240 W. Fortieth Street, New York. Aromatics and The American Architect, of the same group, have been purchased by International Publications, Inc., 859 Eighth Avenue, New York.

The Dairy Farmer, Des Moines, Ia., has absorbed Successful Farming, another publication of the Meridith Publishing Company.

Feedstuffs, 108 S. Sixth Street, Minneapolis, Minn., is a weekly newspaper published in the interest of the manufacturer, distributor and consumer of commercial mixed feeds. The managing editor, Carroll K. Michener, writes: "Contributors should have special knowledge of the feed industry and its special problems. Articles of one to three thousand words, illustrated when practicable, are wanted on the following subjects: Outstanding feed manufacturing plants, enterprising feed stores, attractive window displays and feedstuffs exhibits, effective merchandising ideas for both wholesaler and retailer, credit conditions in the feed trade, new or comparatively little-known ingredients of commercial mixed feeds, interviews with feed dealers and feeders on general conditions affecting trade and markets, chain feed store development, and cost-finding for feed dealers. Payment is on acceptance at a minimum of 1 cent per word.

The First Wisconsin Triangle, published by the First Wisconsin National Bank, Milwaukee, wrote to a correspondent: "Generally speaking, we want short fiction stories which have a thrift message. We do not care so much for stories of personal struggles to save. If we use these, we prefer to have them from our own customers or from people known locally."

Southern Aviator is the new title of the magazine formerly called *The Aviator*, 309 Milam Building, San Antonio, Texas.

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